2002 Tobacco Counter Marketing Media Campaign Evaluation

Final Report

August 16, 2002

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es/drake

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Executive Summary

The FY 2002 Idaho Counter Marketing Program was successful in conveying the intended messages of "If you smoke, quit" and "Don't start" to Idaho teens. The majority of teens who had seen the Es/drake (ESD) and Idaho Tobacco Prevention and Control Program (ITPCP) ads tested in this evaluation agreed with statements about the ads being convincing, not exaggerating the problem, raising awareness of the risks of using tobacco, and making them less likely to try or use tobacco.

The current media campaign's impact on Idaho teens was substantial. The ESD/ITPCP media ad campaign made substantial contributions to the totality of antitobacco message systems in the radio, television, and billboard media during FY 2002 in Idaho. Using unaided recall as a measure, the campaign accounted for roughly 40% of the impact of all antitobacco radio ads running in Idaho during the same period, roughly 20% of the total impact by television, and roughly 50% of the total impact by billboards. Overall radio and television antitobacco ad exposure appears to be substantially higher than it was in 2001, but it is not clear how much of this is due to the contributions of the ESD/ITPCP FY 2002 campaign alone.

Majorities of teens that heard or saw the specific radio and television ads said that the ad messages made them less likely to try or use tobacco. The analysis of stages of quitting smoking and quitting smokeless tobacco suggested that, particularly for radio ads, current and former smokers were heavier listeners than other teens and therefore had a higher rate of ad recall. These groups correspond to teen smokers in the preparation and maintenance stages of quitting. Among all antitobacco ads running in Idaho during FY 2002, the particular combination of ESD/ITPCP ads in radio, television, and billboard messages are succeeding in reaching teens in important stages of quitting and staying off smoking. There was less specific evidence from the survey on the impact on smokeless tobacco use. However, one finding suggests that billboard messages may be important for this group.

The campaign has sparked conversation for the teenage population in Idaho. Teens who were able to recall any antitobacco ad in any medium (radio, television, or billboard) were more likely than others to talk more frequently with someone about smoking or tobacco. ESD/ITPCP ads were no more associated with this pattern than other campaigns, however. The ESD/ITPCP ads most associated with talking were "Singing Pollution," "Lucky Rick," and "When You Smoke" on the radio; and "Jar" and "Surgery" on television. Teens who recall hearing or seeing the ESD/ITPCP antitobacco ads "5th Guy" and "Look at Me" on radio and the "Grapes," "Surgery," and "Building" ads on television tended to have a more negative attitude toward tobacco in their talk with others.

The frequency with which Idaho teens recalled ESD/ITPCP ads compared with other antitobacco ads varied by medium. In radio, the most frequently recalled specific ads were from the ESD/ITPCP FY 2002 media campaign, along with nonspecific mentions of Infect-Truth ads. The top ESD/ITPCP radio ads were "When You Smoke" and "Lucky Rick." Compared to radio, teens recalled non-ESD/ITPCP television ads more frequently, mainly Infect-Truth ads. The style of the Infect-Truth ads contrasts with the ESD/ITPCP ads in a number of ways. Most easily noticed is the lack of talk and tonal music on the soundtracks of Infect-Truth ads, which may elicit greater attention to the TV screen than the ESD/ITPCP ads, which tend to rely on spoken presentation of facts and personal stories. All four of the ESD/ITPCP billboards topped the list of mentions in unaided recall for that medium.

Some Idaho teens may have been impacted by the ESD/ITPCP campaign more than other teens. Taking the radio, television, and billboard components together as a whole, the ESD/ITPCP FY 2002 media ad campaign appeared to be more effective—based on unaided recall rates—for teens in the southwestern market area and teens aged 14 to 15. Assuming that the campaign intended to impact all areas of Idaho and all age groups to more or less the same degree, the particular ads and schedules for running them may have reached and engaged those groups more easily than others.

The analysis of specific ads provides guidance about future message development and delivery to Idaho teens. The "When You Smoke" radio ad was recalled with greater frequency in the northern and southwestern market areas and by older teens, suggesting that the design features of this ad may be more engaging for those groups. Teens in the 9th and 10th grades recalled the "Surgery" TV ad more frequently than teens of other ages, and the middle age group (14- and 15-year-olds) mentioned the "Otolaryngologist" and "Safe Alternative" TV ads more frequently than older teens. Around the state, teens in the northern market area mentioned the "Otolaryngologist" TV ad the most frequently, whereas those in the southwestern market recalled it the least frequently. The design features of these ads may suggest stylistic approaches to address particular teen subpopulations in Idaho defined by age and media market.

Introduction

Es/drake (ESD) and the Idaho Tobacco Prevention and Control Program (ITPCP) of the Idaho Department of Health and Welfare contracted with Clearwater Research, Inc., (CwR) to conduct the 2002 Media Campaign Evaluation. The study involves a survey of 630 Idaho youth between the ages of 12 and 17. The survey results are analyzed to evaluate the impact on tobacco-related behaviors of Idaho teens from the current media campaign. The results can also assist decision making for message development and effective delivery to teens in Idaho in future media campaign efforts.

Background

The ITPCP is pursuing several related goals:

- Prevent the initiation of tobacco use
- Eliminate exposure to environmental tobacco (second-hand) smoke
- Promote quitting among youth and adults
- Eliminate disparities in the population in tobacco use

As part of the efforts to achieve these goals, ESD and the ITPCP have conducted media ad campaigns.

In 2000, ITPCP conducted a baseline survey of teens and parents in Idaho focusing on attitudes, knowledge, and perceptions regarding tobacco, alcohol, and other drug use. A follow-up survey of Idaho teens and parents in 2001 collected information to evaluate the effects of print, radio, and television antitobacco marketing. These studies permitted a comparison of measures collected both years to infer the effects of the media ad campaign.

The focus of recent ESD/ITPCP media ad campaigns has been on the youngest groups of smokers in Idaho—12- to 17-year-olds and 18- to 24-year-olds. The proportion of smokers among 12- to 17-year-olds has declined from 27% in 1993 to 19% in 2001.

Study Purpose

The purpose of the 2002 Media Campaign Evaluation is to continue measuring how Idaho youth aged 12 to 17 are responding to the campaign. In addition to taking a "snapshot" of the situation in 2002, the study also compares data on 12- to 17-year-olds from the 2001 media campaign evaluation to identify trends over time in measures common to the individual data collection efforts.

The 2001-2002 media campaign evaluation involves:

- Measuring the effectiveness of media campaign based on campaign objectives and media messages for teens (12- to 17-year-olds) in Idaho.

- Providing research-based conclusions that can guide message development and delivery to Idaho teens.

- Evaluating the impact of the current media campaign on behaviors of the target populations.

One of the most important outcomes of the media ad campaign is to change smoking behavior, either in those who have been directly exposed to the ad or indirectly in interaction with those who have been exposed to the ad. In order to isolate the effects of the ESD/ITPCP media ad campaign and follow them into the lives of those within reach of the campaign, the proposed study will address and answer the following research questions:

- What impact has the campaign had on the population of teenage smokers' propensity to quit or reduce smoking?

- Has the campaign sparked conversation for the teenage population in Idaho?

- How effective were particular ads in influencing smoking behavior? How convincing was each one? How sellable was the idea in each one?

- What ads received by Idaho's teenage population have been the most effective (whether or not a part of the ESD/ITPCP media ad campaign)?

- What messages are the most beneficial for effecting change in smoking behavior? What works and what doesn't?

- What audience is most receptive to the current media ad campaign?

Organization of Report

The report begins with a description of the research methods, including sampling plan, questionnaire design, and procedures for data collection, preparation, and analysis. Next, the findings of the analyses are presented in the order of appearance in the questionnaire. The report concludes with a discussion of the results.

Methodology

Clearwater Research worked in partnership with es/drake and the IDHW Tobacco Counter Marketing Program to design, conduct, and analyze the findings of the Tobacco Counter Marketing Media Campaign Evaluation.

To initiate the study, CwR performed a critical review of Idaho's prior year tobacco studies, methodologies, survey instruments, and findings. CwR then designed a telephone survey instrument that built on relevant data elements of prior studies and included measures reflecting current understanding of the motivators affecting the 12- to 17-year-old population.

Trained telephone interviewers at CwR conducted the statewide telephone survey using an in-house computer-assisted telephone interview (CATI) system. They completed a total of 630 telephone interviews statewide with 12- to 17-year-olds, gaining parental permission to interview each one. CwR analysts weighted and analyzed the survey data to develop the study findings presented in this report.

Planning and Design

At the start of the project, CwR staff met with project team members from ESD and the ITPCP to be briefed on the details of the current media ad campaign. Topics covered included:

- Goals/objectives of current media ad campaign.
- Detailed elements of current media ad campaign (e.g., logs/schedules for running particular ads in particular Idaho media markets).
- List of available ads and rationale for choice of ads in current campaign.
- Changes/adjustments to the campaign based on previous research.
- Identification of other tobacco-related media ad campaigns over past year.

CwR engaged in continuing discussions with ESD and ITPCP staff to finalize the project goals and objectives, and the survey strategies (sample and questionnaire design) to accomplish the goals.

Survey Instruments

Based on experience with past CATI surveys of tobacco-related measures of teens, CwR consulted with ESD and ITPCP staff on the development of the telephone survey instruments for the 2002 Media Campaign Evaluation. CwR provided recommendations of measures to include based on the large bank of potential questions amassed through

previous experience. These items considered covered knowledge, attitudes, and behaviors related to tobacco.

Instrument Design

For the 2002 Media Campaign Evaluation, CwR conducted a critical review of the survey instruments used in 2000 and 2001 and identified core items that should be retained "as is" to facilitate comparison across the three years. Survey instruments used for the Behavioral Risk Factor Surveillance System (BRFSS) conducted by states for the Centers for Disease Control and Prevention, the Youth Tobacco Survey (YTS), the Youth Risk Behavior Survey (YRBS), and other pertinent studies also provided ideas for items to include.

Some items were included to permit certain special analyses. For example, several items were included to explore the usefulness of the widely accepted Prochaska Transtheoretical model of problem behavior change for assessing whether reception of ads in the ESD/ITPCP media campaign is measurably related to the process of smoking cessation.

All items on the survey were borrowed without alteration or with minor modifications from CATI survey instruments already developed for interviewing teens. No new wordings were developed that might require cognitive testing to ensure the accuracy of the measurement. Nevertheless, CwR critically reviewed all items on the questionnaire to ensure they did not violate the basic rules of wording and scaling (no double-barreled questions, exhaustive and mutually exclusive response categories, etc.).

Questionnaire Specifications

The questionnaire was developed to conduct the survey in English only. No cash or other incentives were offered to encourage participation in the survey. To maximize the response rate and promote data quality, the proposed questionnaire was designed to be short enough to allow an interviewer to go through the questionnaire with a respondent in the course of 10 minutes on average.

For the 2000 Media Campaign Evaluation, the questionnaire included the following major sections of items:

- Stages of quitting
- Campaign and noncampaign ads (recall, awareness, effectiveness)
- Conversations about tobacco/ads
- Demographics (including media use)
- Use of tobacco (self, family, friends)
- Tobacco-related beliefs (including ad-related messages)
- Self-assessed "effect" of ads

Sampling

In keeping with the previous campaign evaluation survey, CwR obtained a probability sample of the target population (teens between the ages of 12 and 17) among the noninstitutionalized civilian population using a 2-stage cluster sampling method. At the first stage, a set of households was selected via the telephone numbers randomly selected from the working banks in a given media market. At the second stage, one teen was selected at random from the set of eligible teens living in the household. This methodology is commonly used for obtaining high-quality probability samples for telephone survey projects, such as the Behavioral Risk Factor Surveillance System sponsored by the Centers for Disease Control and Prevention.

The overall statewide sample size was 630 interviews. The sample was stratified proportionately by media market. The campaign is conducted in 6 media markets (based in Spokane, Boise, Twin Falls, Pocatello, Idaho Falls, and Salt Lake City). In consultation with ESD and ITPCP staff, CwR determined that stratifying the sample into three media market areas would provide the most efficient sampling strategy for statewide estimates given the sample size. The three market strata are shown in Table 1.

Table 1: Sample Stratification

Market Stratum	Media Market	County		Sampled Teens	% of sample	% of teen pop.
1 Northern Idaho	Panhandle	Benewah Bonner Boundary	Kootenai Shoshone	138	21.9	19.2
	North Central	Clearwater Idaho Latah	Lewis Nez Perce			
2 Southwestern Idaho	Boise	Ada Adams Boise Camas Canyon Elmore	Gem Owyhee Payette Valley Washington	239	37.9	38.6
3 Southeastern Idaho	Twin Falls	Blaine Cassia Gooding Jerome	Lincoln Minidoka Twin Falls	253	40.2	42.2
	Pocatello/Idaho Falls	Bannock Bingham Bonneville Butte Caribou Clark Custer	Fremont Jefferson Lemhi Madison Power Teton			
	Salt Lake City	Bear Lake Franklin	Oneida			
Total				630	100.0	100.0

The proportions of teens across the market strata in the achieved sample reflect very closely the proportions of teens in the market area populations

Overall, the statewide sample size of 630 teens achieves a maximum 95% confidence interval of +/-3.9% for binomial proportions (such as “yes”/”no” items). The 95% confidence intervals for such estimates at the stratum (market area) level are 8.3%, 6.3%, and 6.2% for the respective market strata.

Sample Design

CwR recommended a probability sample for the 2002 Media Campaign Evaluation to maximize the ability to claim that the survey results are representative of teens in Idaho. The sample was selected using a list-assisted random-digit-dialing (RDD) method. Telephone interviewers attempted and fully processed all numbers in the RDD sample according to a specific protocol, thus maintaining the probability nature of the sample.

Dialing the RDD telephone numbers, once an interviewer reached a household and elicited cooperation from a respondent participate in the survey, he or she asked a series of screening questions to ascertain the number of teens living in the household. If a household had no members between the ages of 12 and 17, that sample record was marked as an ineligible household. If the household had a teen, the CATI programming went through a series of questions to randomly selected one out of the total number of eligible teens to participate in the survey. If the household had only one teen, that teen’s probability of selection was 1.

The CATI programming kept track of the probabilities of a teen being selected based on the number of youth between 12 and 17 living in the household. In addition, the interviewer asked about the number of voice telephone lines that ring at the household. The counts of eligible household members and of residential telephone lines serving the household were used to create case weights during the data preparation process for use in the analysis of the survey data.

Sample Production and Processing

CwR used several techniques for designing and processing the sampled telephone numbers in order to produce the highest quality probability sample and data set in the most cost-efficient manner.

The sample design for the 2002 Media Campaign Evaluation employed a list-assisted random digit dialing (RDD) sample methodology using a truncated telephone number frame based on *working banks*. A *bank* is defined here as a series of 100 telephone numbers specified by a 3-digit area code, a 3-digit exchange, and the first 2 digits or a 4-digit telephone line number, ranging from XXX-XXX-XX00 to XXX-XXX-XX99. A *working bank* is defined here as a series of 100 telephone numbers from XXX-XXX-XX00 to XXX-XXX-XX99, at least one of which is listed in an up-to-date telephone directory as reaching a household. The remaining banks of telephone numbers—those

for which no listed household telephone number can be found—are called *zero banks*. The sample design will not include zero banks. This represents a slight decrease in sample coverage of households with telephones and thus increase the risk of bias associated with coverage error. However, compared with a full frame design, this design provides a significant increase in sample efficiency, keeping data collection costs manageable.

As an additional efficiency measure, CwR employed a service that marked identifiable business and nonworking numbers in the sampled telephone numbers before the data collection begins. Between 40% and 50% of the sample is typically identified. For Media Markets 1 through 3, the percentages of numbers identified as nonresidential were 50.4%, 36.4%, and 42.5%, respectively. These records were sequestered during the data collection process and were assigned appropriate final disposition codes at the end of each data collection field period.

During the field period, replicates of the sample records not identified as nonresidential were loaded into the CwR CATI system and distributed to interviewers for calling according to the probability sample protocol. Only enough replicates were loaded over the course of the field period to achieve the desired number of interviews. Interviewers resolved each sample record loaded into CATI. A sample record is resolved by calling it until a final disposition code has been assigned or until the maximum number of call attempts had been made during the period.

Data Collection

Clearwater Research collected data for the 2002 Media Campaign Evaluation from the RDD sample in a field period running from April 24 through June 13, 2002.

Clearwater Research collected the data for the 2002 Media Campaign Evaluation using a 120-station computer-assisted telephone interviewing (CATI) system. The survey questionnaire was programmed for use with the CATI system so it would lead the interviewer question by question in proper sequence and skip patterns. CATI allows interviewers to see and record responses to questions on a computer screen, leading to an easy, comfortable method of interviewing. The software managed the telephone calling, controlled distribution of sample records to interviewers, consolidated the collected data, and tracked interviewer activity and productivity. Experienced interviewers were thoroughly briefed prior to data collection and rehearsed the questionnaire before conducting actual interviews.

Processing an RDD sample in a way that preserved its probability nature—which allows credible statements to be made about the target populations—involved rigorous interviewer training, experienced interviewers, and careful adherence to calling protocols. These efforts addressed the problem of nonresponse bias, which is a threat to the accuracy of the survey results. Through extensive, evenly applied efforts to make voice contact with sampled households, and once contacted, through the interviewers'

politely persistent persuasion techniques to elicit participation in the study, nonresponse bias was minimized.

CwR set the minimum number of call attempts to each sample record at eight attempts. Based on our experience with numerous studies that had similar sample and respondent selection designs, calling eight times over the course of the field period raises the percentage of participating households in the sample by about 15 points. Setting the total number of reachable households as the number reached making a minimum of 15 attempts (a very robust standard), we estimate that about 90% of those households were reached with a minimum of eight attempts. This represents a reduction in coverage bias compared to the 2000 Baseline Survey, for which only five attempts were made for each sample record. We estimate that the 2000 Baseline Survey sample consisted of only about 75% of the available households in the RDD sample.

Pilot Test

The first few days of the field period were dedicated to a pilot test with actual sample records. Interviewers conducted full-length interviews with qualified respondents to test the data collection procedure, interviewer training, and instrument programming. Before the pilot test, interviewers were thoroughly briefed on the job specifications, and the rehearsed the questionnaire before conducting actual interviews. The project director, research analyst, and data collection supervisor monitored interviewers to ascertain the understandability of the questionnaire and ensure the consistency of the interview delivery. Interviewers were debriefed after the first night of data collection to gain further insight about the structure, organization, and operation of the survey instrument (e.g., instructions were easy to follow, items were clear and unambiguous).

Approximately 30 interviews were collected during the first two evenings of data collection (April 24 and 25, 2002). The data collected from this pilot test were exported from the CATI system and imported into SPSS (a statistical data analysis program). CwR analysts computed and reviewed frequency tables for each item on the questionnaire to verify the correctness of the questionnaire programming and the accuracy of data entry for open-ended responses. Minor modifications were made to the CATI programming to ensure continued efficient and accurate data collection.

After the first four days of interviewing, by which point approximately 65 interviews had been conducted, CwR consulted with ESD and ITPCP staff to shorten the questionnaire length so it would fit within the assumptions of the budget. Several questions of secondary importance were dropped and a few questions relating to smokeless tobacco were added. Data for the new questions were collected from the approximately 570 interviews conducted from that point through the end of the field period.

Response Rates

CwR used several techniques for processing the sampled telephone numbers in order to yield the highest quality probability sample and data set by minimizing the risk of

nonresponse bias. Nonresponse bias can occur when interviews are not completed with sampled eligible households because of refusal to participate or because of the inability to contact someone at the eligible household.

To minimize refusals to participate—both by parents of eligible teens as well as by the teens themselves—CwR designed a questionnaire that took only as much time as was required to collect the data essential for the evaluation analyses. In addition, persuasive statements encouraging participation were built into the introductory scripts used by an interviewer upon contacting a household. Finally, interviewers were provided with fallback statements on a "frequently asked question" (FAQ) sheet developed by senior CwR project staff in consultation with ESD and ITPCP staff. Interviewers were trained to use the information in these statements in an ad-lib fashion as part of "politely persistent persuasion" to gain trust and engage the potential respondent in the survey process.

Other techniques were used to maximize the likelihood of contacting someone at each sampled household. When necessary, interviewers left voice mail messages briefly describing the study's purpose and asking respondents to call a special phone number at CwR to schedule a convenient time to take the survey. The complete script of the voice message is provided in the text of the questionnaire instrument in Appendix A. At the callback, Clearwater Research conducted the interview or rescheduled another callback time.

Each telephone record was attempted primarily during evening and weekend hours, although some calls were made during the weekday if no contact was made at other times. Each telephone record was called up to 8 times, stopping at an earlier attempt only when it was a final disposition (such as a completed interview). A single refusal conversion attempt was made with respondents who refused to complete the telephone interview. These respondents were contacted several days following the refusal to complete the interview.

Table 2 presents final call dispositions for combined sample strata. The final call dispositions were derived from the sequence of interim attempt dispositions in each sample record's call history. A complete listing of the algorithms used to assign the final disposition codes is provided in Appendix B.

Table 2: Final Disposition Code and Distribution

Final Disposition	Code	Frequency	Percent
Complete	1	630	2.3%
Refusal - Eligible	2	190	0.7%
Refusal - UNK	3	1492	5.5%
Mid-Terminate	4	21	0.1%
Tech Barrier	5	1656	6.1%
Language/Communication Difficulty	6	142	0.5%
Household Not Eligible	7	5632	20.9%
Not a Household	8	3962	14.7%
Nonworking	9	11449	42.4%
Final No Answer	10	1574	5.8%
HH Eligible (unable to complete)	11	117	0.4%
HH Eligibility Unknown	12	134	0.5%
Quota Cell Full	13	1	0.0%
Total		27000	100.0%

The response rate is an indicator of sample quality that measures the relative success with which households sampled for the survey actually participated. For RDD samples, this is typically calculated as the percentage of households assumed to be reachable via the sampled telephone numbers that completed interviews during the field period. The higher the response rate, the lower the potential will be for nonresponse bias in the data and the results of the analysis.

Clearwater Research typically calculates two widely used response rates developed and popularized by the Council of American Survey Research Organizations (CASRO), which we will refer to as the *CASRO* response rate and the CASRO *Upper Bound* response rate. The CASRO response rate is a more conservative estimate of the response rate, while the Upper Bound rate is a commonly used “best case” response rate. For the 2002 Media Campaign Evaluation, the CASRO response rate is 49.0% and the upper bound rate is 63.9%. The interim disposition list and the formula used for computing these response rates are provided in Appendix B.

Data Preparation

After the end of the field period, CwR analysts followed a comprehensive routine of data preparation before analysis. First, the data were converted from the CATI database and formatted for review in SPSS, a statistical analysis software package. Next, the survey variables and response categories were labeled. Additional variables were created for the analysis as needed. In addition, open-ended responses were examined, cleaned for overall comprehension, coded into existing or new categories. (The open-ended responses and recodings are given in Appendix C.) Finally, the individual cases (interviews) were weighted so the survey results would give the most accurate picture of the population of teens in Idaho.

Coding

After data collection was completed, any interviewer errors documented by data collection staff were corrected directly in the CATI database. The data were then exported from the CATI system into an SPSS format for cleaning, editing, and labeling.

Clearwater Research has developed a standard set of procedures to prepare data for review and analysis. First, each variable was provided a unique label matching the CATI question number from the survey instrument. Multiple response questions received additional subscripting to ensure that each variable label was unique. Next, each raw, labeled variable was recoded into a new variable to remove nonresponsive answers (e.g., Don't Know, Refused). These recoded variables were designated using an alphabetical subscript that identifies the resultant measurement scale. A complete listing of these recode subscripts is provided in Table 3.

Table 3: Examples of Variable Subscript Labels

Label	Meaning
M	A variable which has been coded for interval level analysis. Answers such as "Don't know," "Refused," and "No answer" recoded as system missing (e.g., Q005M).
D	A variable which has been coded for use as a dichotomous (two-category) variable. Answers such as "Don't know," "Refused," and "No answer" recoded as system missing (e.g., Q005D).
T	A variable which has been coded for use as a trichotomous (three-category) variable. Answers such as "Don't know," "Refused," and "No answer" recoded as system missing (e.g., Q005T).
C	A scaled or categorical variable which has been recoded into more than three categories. Answers such as "Don't know," "Refused," and "No answer" recoded as system missing (e.g., Q005C).
A	A code for an open-ended response that has been coded into multiple categories. Answers such as "Don't know," "Refused," and "No answer" recoded as system missing.

In a separate process, open-ended questions were exported from the CATI system, and edited, cleaned, and coded in a separate electronic database before being merged with the complete SPSS database. This procedure afforded researchers the opportunity to separately examine a variety of different coding strategies before open-ended responses were aggregated with the remaining information.

Weighting

Weighting is a simple statistical adjustment (a multiplier) for each survey respondent in the data set. The purpose for weighting is usually to correct for bias in the unweighted survey results that can occur as a result of sample design or variations in patterns of response.

The database for the analysis was organized so that each case represented data from a single interview with a teen. The cases were then weighted to account for the sample design, probabilities of selection that varied from household to household, and nonsampling error that might arise from nonresponse and noncoverage of households without telephones. In the first step, a probability-of-selection weighting factor was calculated that included the different sampling fractions used to select random telephone numbers from the sample frame of each market area stratum, the number of eligible teens in the household, and the number of residential telephone lines that served the household. In the second step, a poststratification factor was calculated to bring the proportions of age and sex in each sample stratum in line with those in the population of teens in Idaho. Two weights were produced in these calculations. The first weight is called the *relative* weight, which sums to the sample size and may be used with standard statistical software (such as SPSS) to calculate point estimates of population characteristics and approximate variance estimates for statistical tests. The second weight is called the expansion weight, which sums to the population size and must be used with specialized statistical software (such as SUDAAN) to calculate exact variance estimates.

Data Analysis

The analysis plan consisted of two major phases. First, an initial analysis of the distributions of individual items and of bivariate associations among demographic and substantive items was conducted. From the basis analysis, additional research questions with generally expanded scope and complexity.

Clearwater Research used SPSS to analyze the data. The initial analyses involved frequency tables and descriptive statistics (e.g., mean, standard deviation) to examine and characterize the distribution of responses for each variable. These descriptive statistics also guided the subsequent analyses.

The next step in the analysis examined the pattern of relations between variables to identify meaningful similarities and dissimilarities among the data. These analyses employed correlation coefficients to determine the direction and strength of associations among sets of variables. Chi-square tests, t-tests, and ANOVA statistics were used to explore differences in response patterns and outcomes across salient demographic and geographic variables.

The analysis plan addressed the research questions posed at the outset of this proposal. The plan included:

- For each target population separately, we used basic descriptive statistical analysis to describe the results of the individual items in detail. Depending on the variables in question, this included frequency tables, percentages, means, standard errors, and confidence intervals. This analysis addressed the questions of overall brand identification, ad awareness, and conversations about the ads, etc.

- Demographic breakouts (by age and sex within target population) of the individual survey items using bivariate statistical analysis. Depending on the variables in the analysis, this included correlation coefficients, t-tests, chi-square tests, and analysis of variance. This analysis identified patterns of difference in response to the tested ads and give direction to decisions about what works and what doesn't work for which population or subgroup.

- Again using bivariate analysis, we compared differences between the two populations (12- to 17-year-olds and 18- to 24-year-olds) to determine the extent to which they relate and respond differently to the ads in the media campaign.

- Bivariate analysis assessed whether media behavior and exposure to the media campaign ads are associated with the Prochaska model stages as well as with other outcomes, such as awareness and recall of the ads and the messages they intended to convey.

- For critical variables included in all three evaluation surveys for 12- to 17-year-olds, time series analysis identified trend patterns. This allowed us to determine, for example, whether recall of antitobacco ads rose or fell among teens since the first measurement conducted in 2000.

Findings

The results for each question are presented on separate pages. One geographic variable (media market area) and three demographic variables (sex, age, and grade) were selected to test for differences between the response categories for each question.

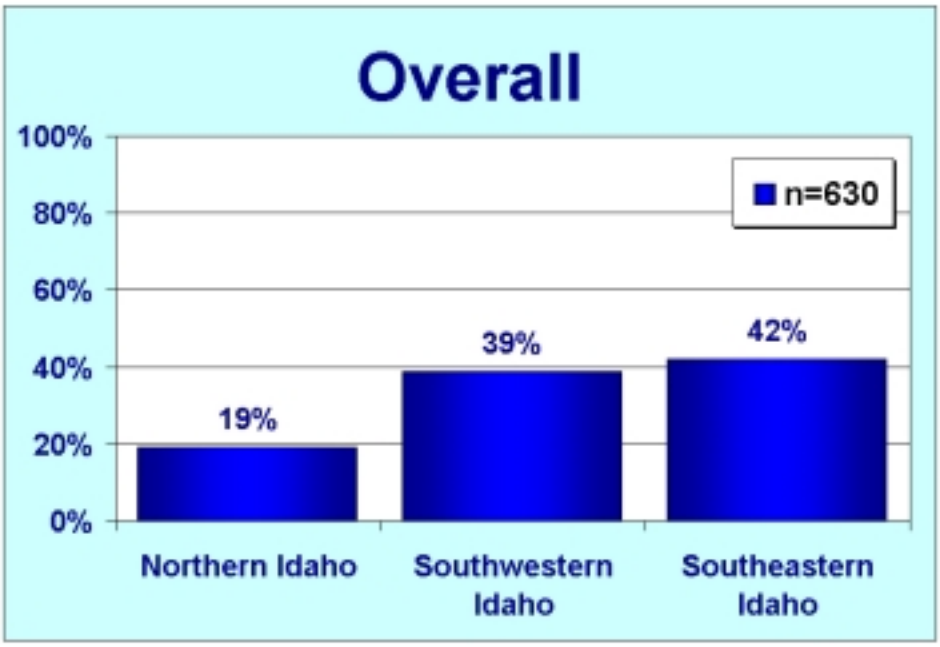
Demographic Variables

Demographic variables include the media market area, sex, age, grade, race/ethnicity, and the composition of the teen's household.

Media Market Area

In the sample design, a 3-way grouping of Idaho media markets was used for stratification, as shown in Table 1 on page 7. This ensured that a minimum number of teens would be available for analysis in each stratum. After weighting, the distribution of sampled teens by media markets reflected the distribution of the population of teens in Idaho, because media market was used as a poststratification factor. The distribution of teens by media market area is shown in Figure 1.

Figure 1: Media Market Area

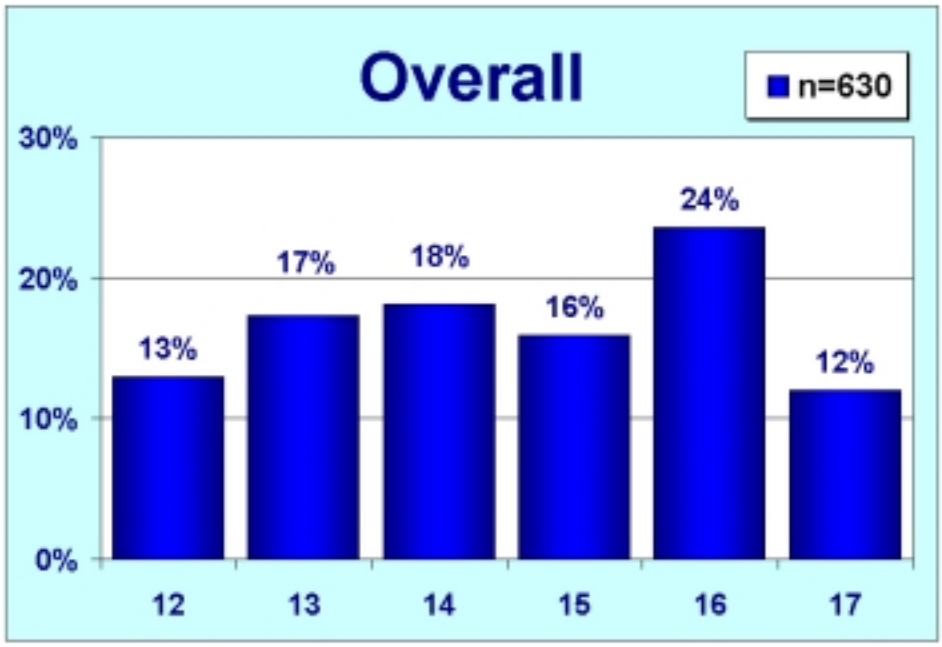


IDCOUNTY: In which Idaho county is this residence located?
Base: All parents

Age

The teen's age was calculated from the birth date they gave at the start of the interview. Like media market area, age was used as a poststratification variable. However, rather than working with individual ages, the weighting design grouped age by twos or threes (depending on the media market area) to make the final weights as stable as possible. Thus, the distribution of age in the weighted sample reflects a compromise between the unweighted distribution and the distribution of age in the teen population. The distribution of age in the weighted sample is shown in Figure 2. Some analyses of difference by age use ages grouped by twos. That is, 12 is grouped with 13, 14 with 15, and 16 with 17 to ensure a sufficient numbers of cases.

Figure 2: Age

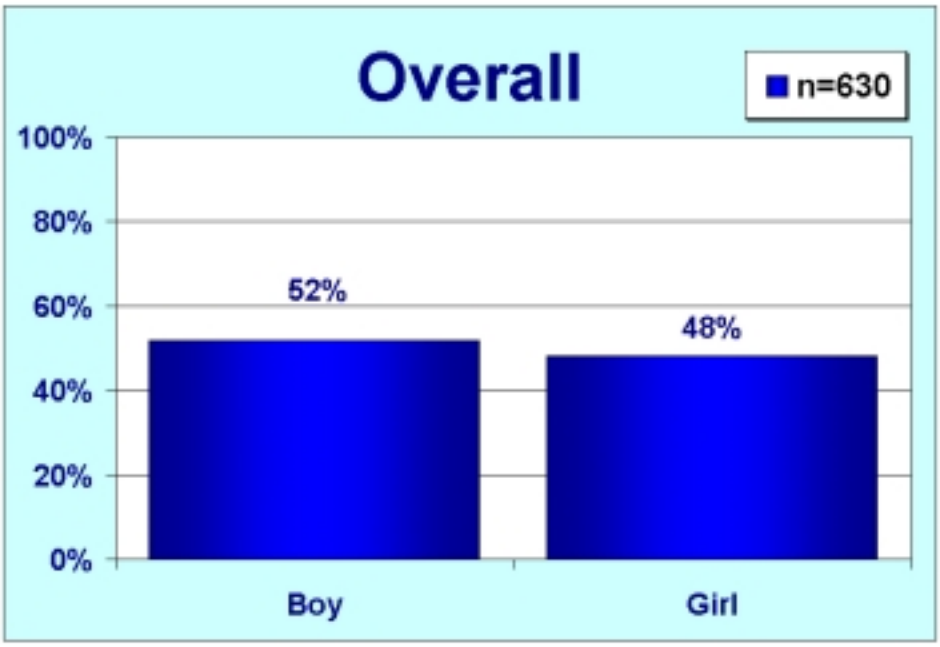


BRTHDAT_: First, to be sure you are eligible for this study, could I ask what date you were born?
Base: All teens

Sex

The sex of the teen was asked immediately following the date of birth. It was used as a poststratification factor, so the sample distribution reflects that in the teen population, as shown in Figure 3.

Figure 3: Sex



Q005: Are you a boy or a girl?
Base: All teens

Grade

Grade was not used as a poststratification variable, so the distribution of grade in the weighted sample is mainly a reflection of the weighted distribution of age. Grade is shown in Table 4. For some analyses, grades are grouped to ensure a sufficient number of cases.

Table 4: Grade in School

	Frequency	Percent	Valid Percent	Cumulative Percent
5th grade	3	0.5	0.5	0.5
6th grade	58	9.3	9.3	9.7
7th grade	96	15.2	15.2	24.9
8th grade	119	18.8	18.8	43.8
9th grade	92	14.6	14.6	58.4
10th grade	134	21.3	21.3	79.7
11th grade	90	14.3	14.3	94.1
12th grade	26	4.1	4.1	98.1
GED	4	0.6	0.6	98.7
College or university	2	0.4	0.4	99.1
Not enrolled	4	0.6	0.6	99.7
Home-schooled	2	0.3	0.3	100.0
Total	630	100.0	100.0	

Q010: What grade are you in?
Base: All teens

Race/Ethnicity

Teens were asked which of a list of race and ethnicity labels they considered themselves to be. Interviewers recorded as many answers as the respondent gave to this item. The distribution of race/ethnicity in the sample is shown in Table 5. Because multiple responses were allowed for this item, the total number of responses is greater than the total number of teens.

Table 5: Race/Ethnicity

	Frequency	Percent of Responses	Percent of Cases
African American or Black	11	1.7	1.8
American Indian or Alaskan Native	17	2.6	2.7
Asian	13	2.1	2.1
Hispanic or Latino	33	5.2	5.2
White	565	88.4	89.8
Total responses	639	100.0	101.6

1 missing case; 629 valid cases

Q015: Which of the following do you consider yourself to be?
Base: All teens

Household Members

Interviewers read teens a list of relations and other persons who may live in their household and recorded their answers. The distribution of household member types is shown in Table 6. Because multiple responses were recorded, the number of responses exceeds the number of teens in the sample.

Table 6: Household Members

	Frequency	Percent of Responses	Percent of Cases
Mother	567	35.8	90.1
Father	492	31.0	78.2
Stepfather	55	3.5	8.8
Stepmother	22	1.4	3.5
Brother/sister	376	23.7	59.8
Grandparent	42	2.6	6.6
Other relative	19	1.2	3.0
Other adult (not a relative)	13	0.8	2.1
Total responses	1585	100.0	252.1

1 missing case; 629 valid cases

Q020: Who do you live with?
Base: All teens

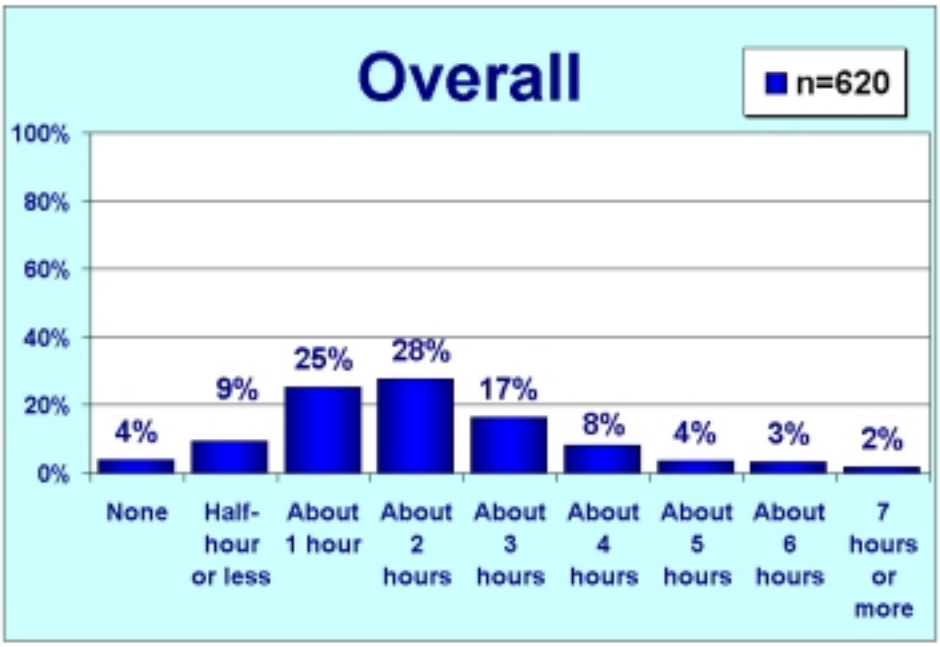
Media Behavior

The questionnaire included two questions about media behavior (radio and television). These items were asked to collect important data for the analysis of media ad consumption.

Television Consumption

Interviewers asked teens how many hours of television they watch per day. The distribution of time spent watching TV is shown in Figure 4.

Figure 4: Hours per Day Watching Television



Q025: On average, how many hours per day do you watch television?
Base: All teens

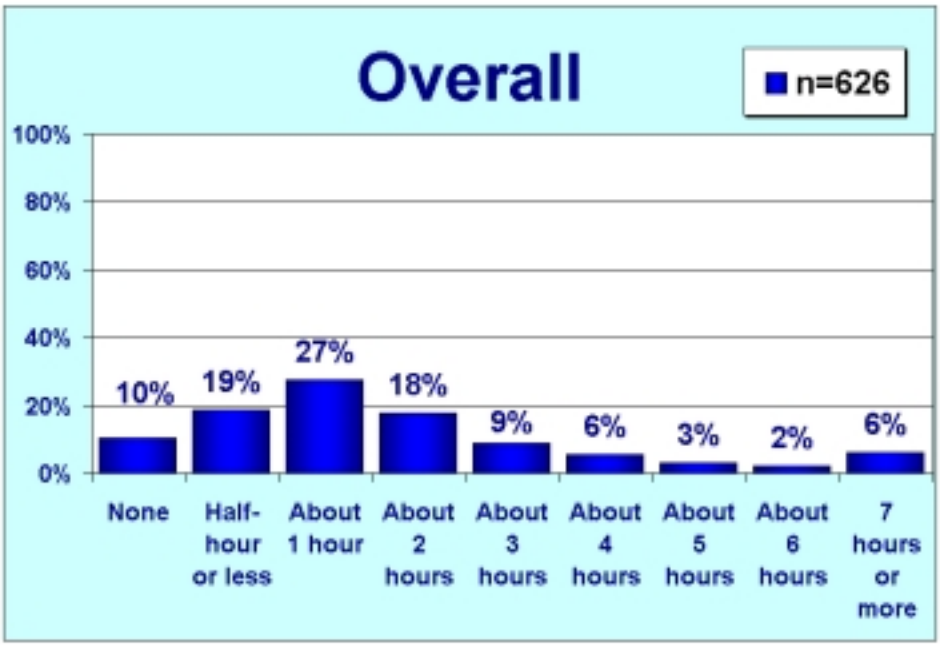
Demographic Item Significance Tests ($p<.05$)

- Teens in the southeastern market area watched a lower average number of hours of TV per day than teens in the southwestern market area.
- Hours per day watching TV was not associated with age or grade.
- Boys watched TV for a higher average number of hours per day than girls did.

Radio Consumption

Interviewers asked teens how many hours of radio they listen to per day. The distribution of time spent listening to the radio is shown in Figure 5. As a group, teens watch television for more hours per day than they listen to radio.

Figure 5: Hours per Day Listening to Radio



Q040: On average, how many hours per day do you listen to the radio?
Base: All teens

Demographic Item Significance Tests (*p*<.05)

- Hours per day listening to radio did not differ by market area.
- Hours per day listening to radio was associated with age: Older teens (14 and older) were more likely than younger teens to listen to more hours of radio.
- Girls listened to radio for a higher average number of hours per day than boys did.
- Paralleling the finding for age, teens in 6th grade (or lower) listened to radio for a smaller average number of hours per day than teens in 9th grade or higher.

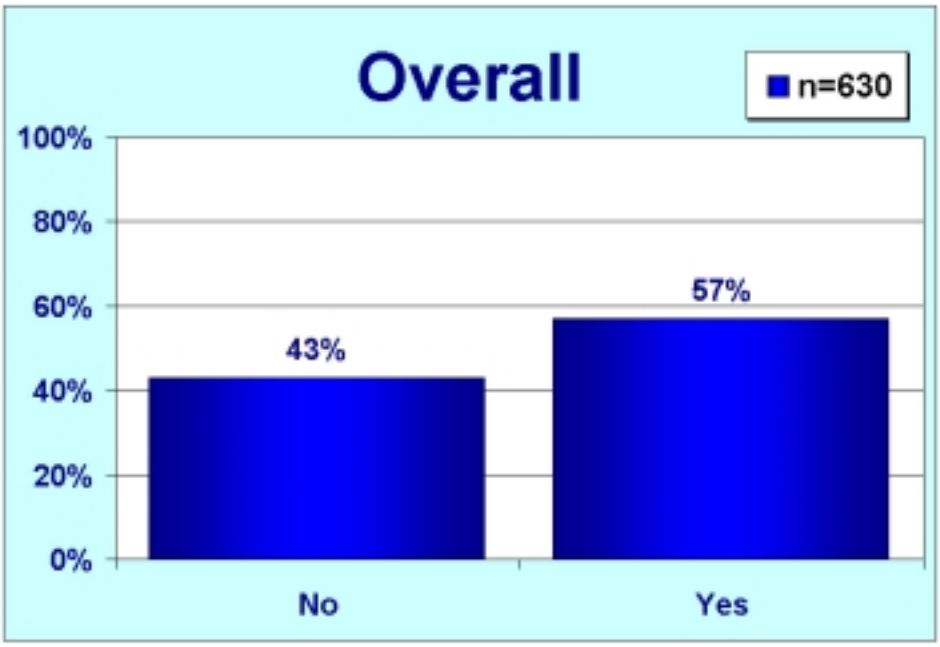
Organized Activity

The next section of the questionnaire asked teens whether they participated in a variety of organized activities in the 12 months before the interview.

Performing Arts

Interviewers asked teens whether they had participated in music, dance, theater, or other performing arts, in or outside of school. The results for this item are shown in Figure 6.

Figure 6: Participated in Performing Arts



Q050: In the last 12 months, have you participated in music, dance, theater, or other performing arts, in or outside of school?
Base: All teens

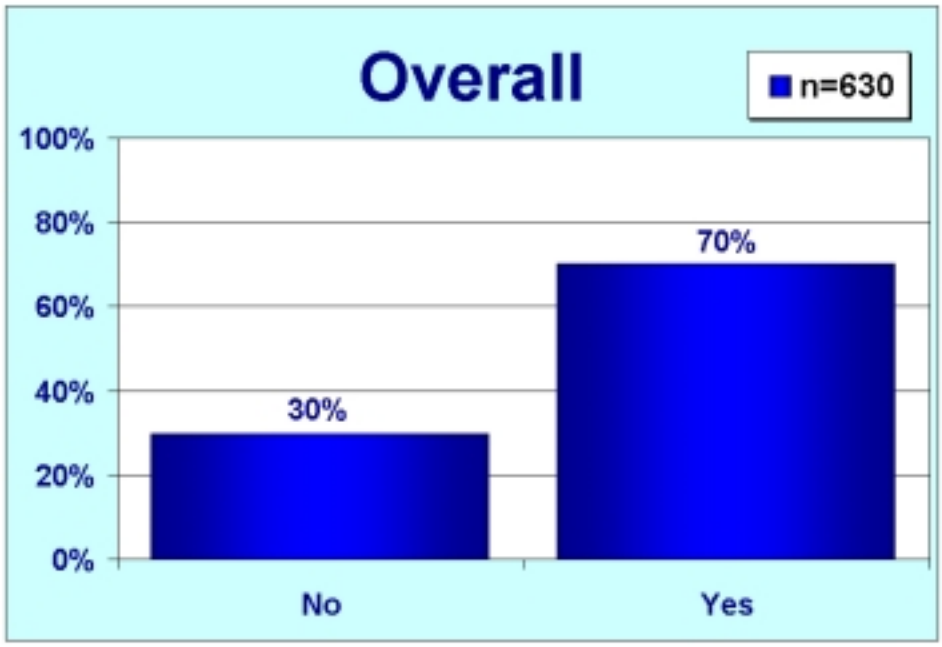
Demographic Item Significance Tests ($p<.05$)

- Participation in performing arts was not associated with market area.
- Participation in performing arts appeared to be associated with age, but the pattern was not readily interpretable. The association disappeared when separated ages were grouped by twos and used for the same statistical test. Therefore, the connection with age is considered tenuous.
- Girls were much more likely to have participated in performing arts than boys were.
- Participation in performing arts was not associated with grade in school. This suggests that the association found for age was not robust.

Organized Sports

Teens were asked whether, in the last 12 months, they had participated in athletic teams or organized sports, in or outside of school. The results for this item are shown in Figure 7.

Figure 7: Participation in Organized Sports



Q055: In the last 12 months, have you participated in athletic teams or organized sports, in or outside of school?
Base: All teens

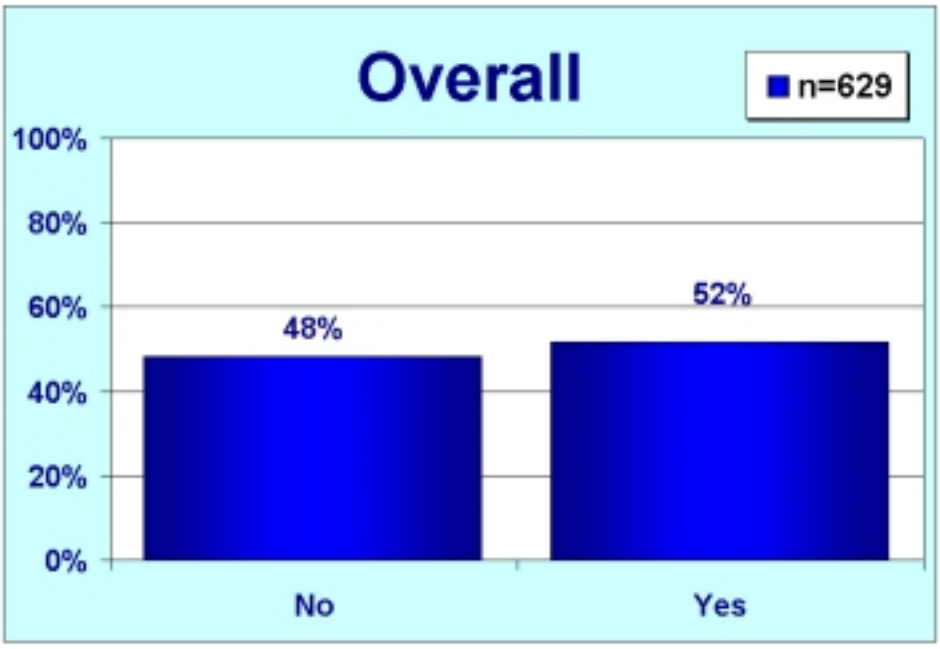
Demographic Item Significance Tests (*p*<.05)

- Participation in organized sports was not associated with market area.
- The older the teen, the more likely they were to have participated in organized sports.
- Boys were much more likely to have participated in organized sports than girls were.
- The higher the teen's grade, the more likely they were to have participated in organized sports.

Religious Youth Groups

Teens were asked whether, in the last 12 months, they had participated in athletic teams or organized sports, in or outside of school. The results for this item are shown in Figure 8.

Figure 8: Participation in Religious Youth Groups



Q060: In the last 12 months, have you participated in youth groups sponsored by a church, synagogue, mosque, or other religious institution?
Base: All teens

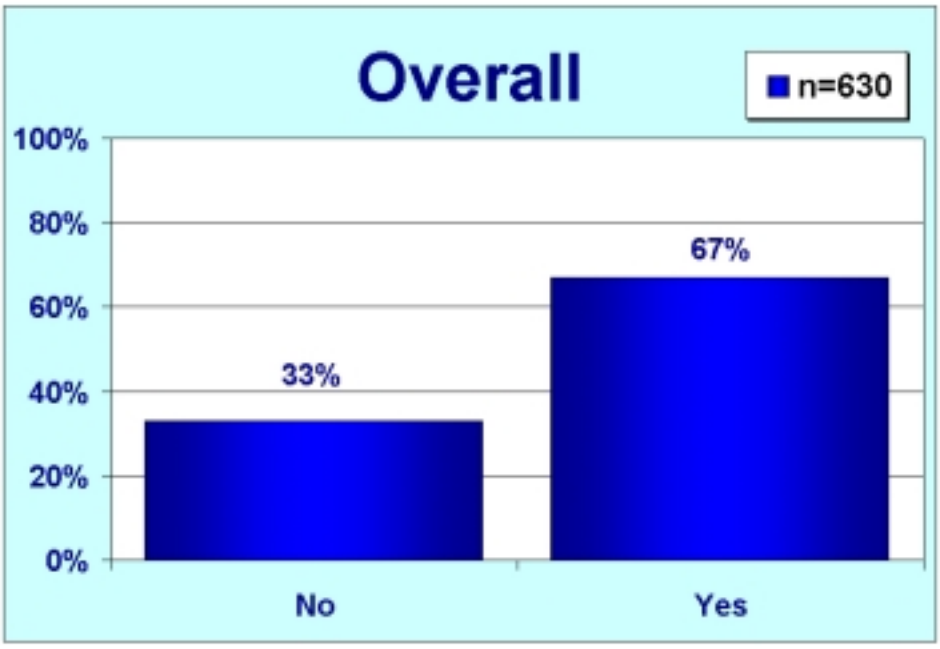
Demographic Item Significance Tests (*p*<.05)

- Participation in religious youth groups was not associated with market area, age, sex, or grade in school.

Clubs and Other Activities

Teens were asked whether, in the last 12 months, they had participated in athletic teams or organized sports, in or outside of school. The results for this item are shown in Figure 9.

Figure 9: Participation in Clubs and Other Activities



Q065: In the last 12 months, have you participated in clubs, activities, or volunteer work, in or outside of school?
Base: All teens

Demographic Item Significance Tests (*p*<.05)

- Teens in the southeastern market area were more likely than teens in other parts of Idaho to have participated in clubs or other activities.
- Participation in clubs or other activities was not associated with age.
- Girls were more likely than boys were to have participated in clubs or other activities.
- Participation in clubs and other activities appeared to be associated with grade in school, but the pattern was not readily interpretable. The association disappeared when grades on the low and high ends were collapsed and used for the same statistical test. Therefore, the connection with grade is considered tenuous.

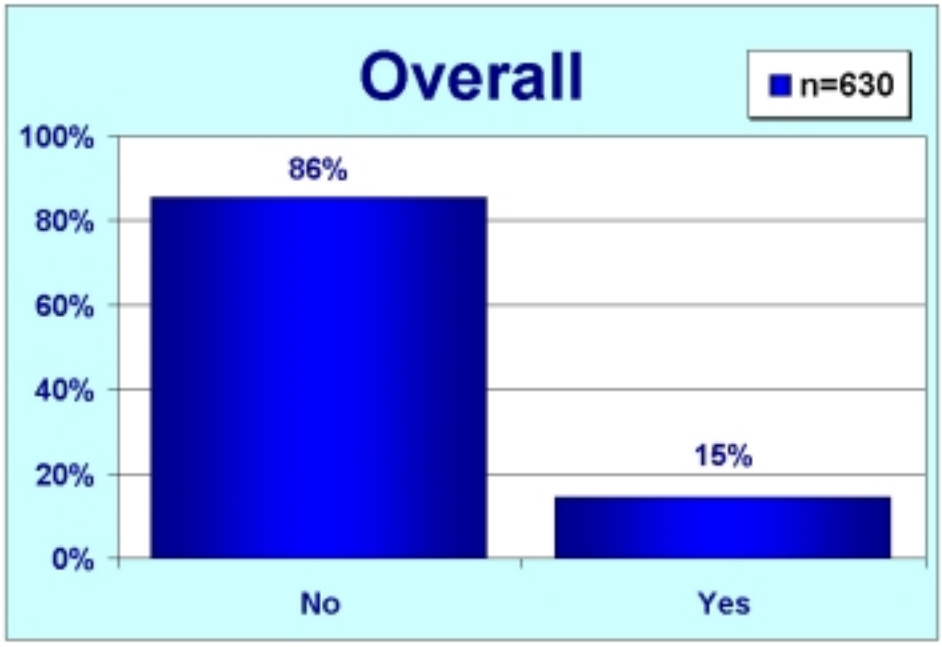
Tobacco-related Behavior

Following the demographic and social activity sections, the next major area covered by the questionnaire is tobacco-related behavior. Interviewers asked teens questions about smoking, smokeless tobacco, and tobacco use in the social environment.

Smoked Whole Cigarette

Teens were asked whether they had ever smoked a whole cigarette. The responses to this item are shown in Figure 10.

Figure 10: Ever Smoked a Whole Cigarette



Q070: Have you ever smoked a whole cigarette?
Base: All teens

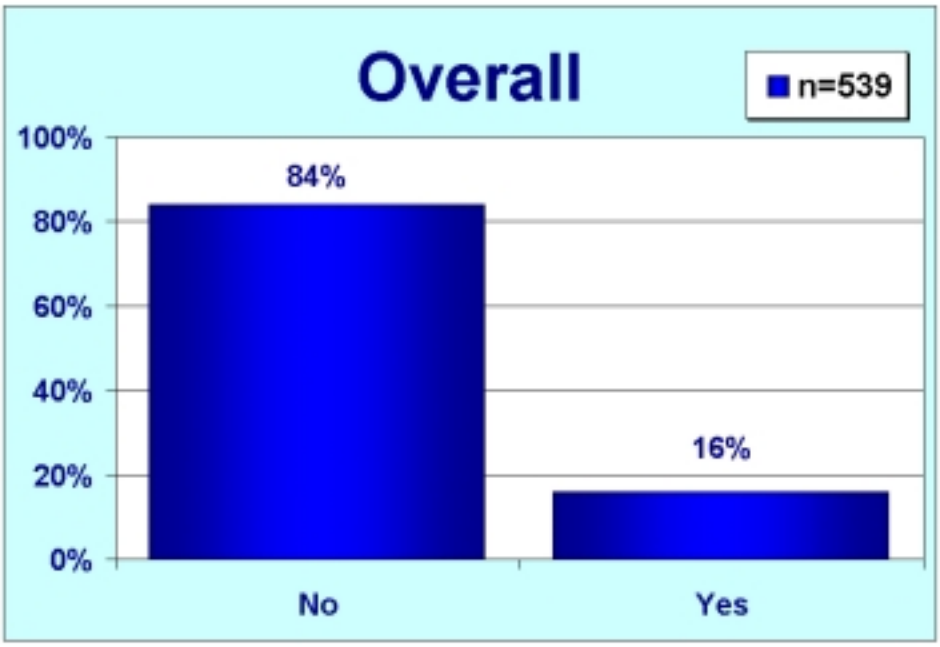
Demographic Item Significance Tests ($p<.05$)

- Having smoked a whole cigarette was not associated with market area.
- The older the teen, the more likely they were to have smoked a whole cigarette.
- Boys were no more likely than girls were to have smoked a whole cigarette.
- Paralleling the finding for age, teens in higher grades were more likely to have smoked a whole cigarette than teens in lower grades.

Ever Smoked One or Two Puffs

Teens who said they had never smoked a whole cigarette were asked whether they had ever tried or experimented with cigarette smoking, even one or two puffs. The results for this item, shown in Figure 11, parallel those of the previous item.

Figure 11: Ever Tried or Experimented with Smoking



Q075: Have you ever tried or experimented with cigarette smoking, even one or two puffs?
Base: Teens who have never smoked a whole cigarette

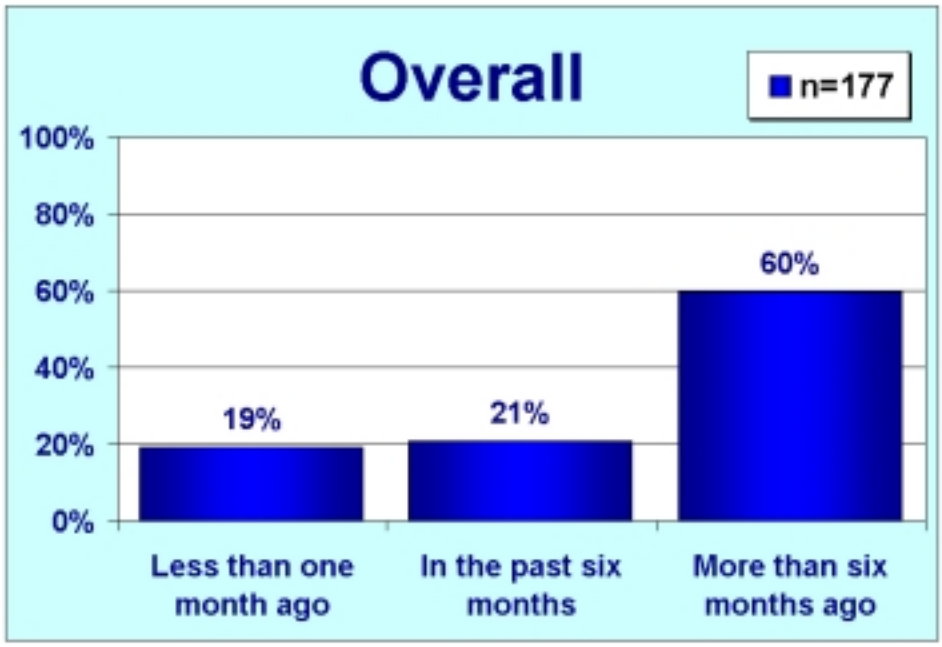
Demographic Item Significance Tests (*p*<.05)

- Having tried or experimented with smoking was not associated with market area.
- The older the teen, the more likely they were to have tried or experimented with smoking.
- Boys were no more likely than girls to have tried or experimented with smoking.
- Paralleling the finding for age, teens in higher grades were more likely to have smoked a whole cigarette than teens in lower grades.

Time Since Smoked or Experimented

Interviewers asked teens that said they smoked a whole cigarette or had experimented with smoking how long ago that was. The results for that item are shown in Figure 12.

Figure 12: Time since Smoked or Experimented



Q080: How long ago was that?
Base: Teens that had ever smoked a cigarette, even one or two puffs

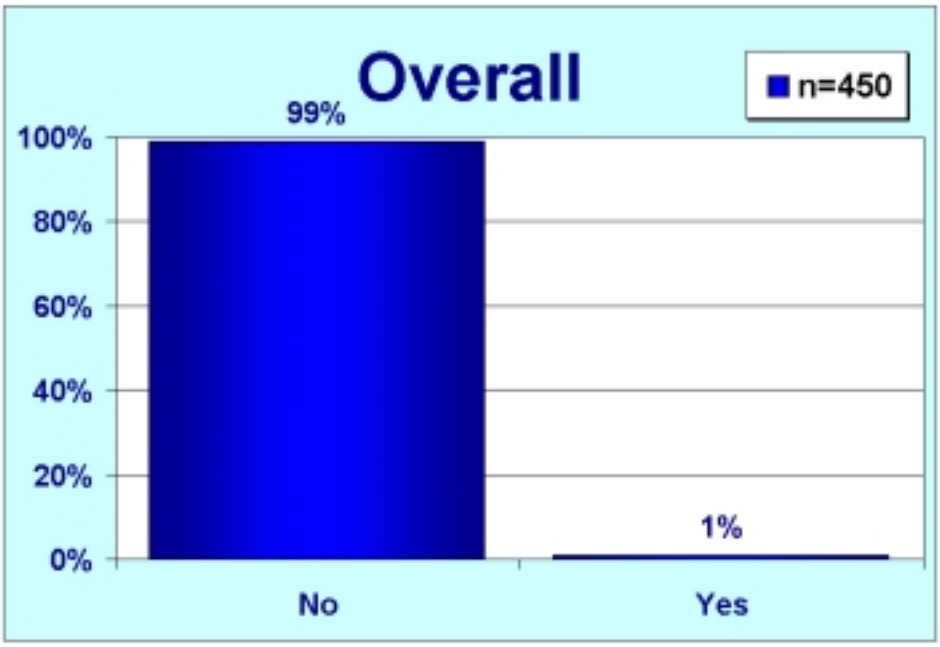
Demographic Item Significance Tests ($p<.05$)

- Time since smoked or experimented was not associated with market area, age, sex, or grade in school.

Will Try a Cigarette Soon

The questionnaire asked those teens that had never smoked or experimented with smoking whether they thought they would try a cigarette soon. The results for this item are shown in Figure 13.

Figure 13: Will Try a Cigarette Soon



Q085: Do you think you will try a cigarette soon?
Base: Teens that had never smoked a cigarette, even one or two puffs

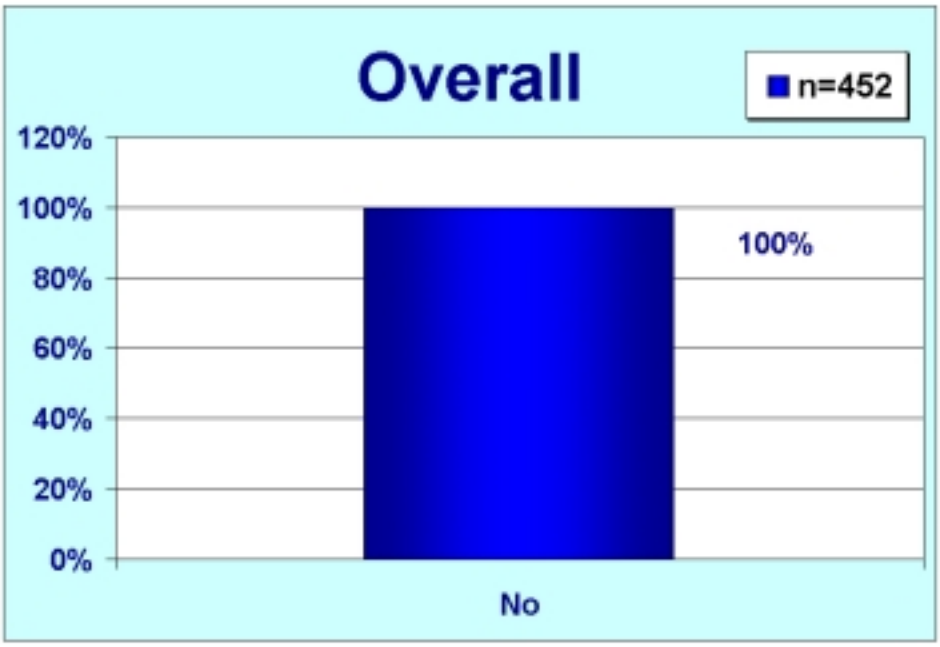
Demographic Item Significance Tests ($p<.05$)

- Teens thinking that they will try a cigarette soon was not associated with market area, age, sex, or grade in school.

Will Be Smoking in One Year

The questionnaire also asked those teens that had never smoked or experimented with smoking whether they thought they would be smoking one year from the interview date. The results of this item are shown in Figure 14.

Figure 14: Will Be Smoking in One Year



Q090: Do you think you will be smoking cigarettes one year from now?
Base: Teens that had never smoked a cigarette, even one or two puffs

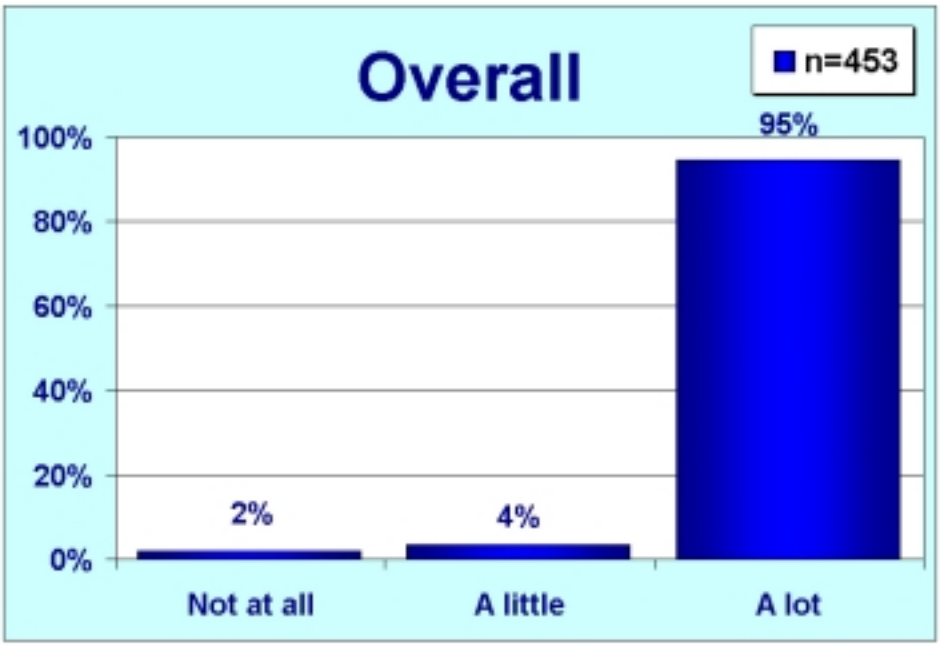
Demographic Item Significance Tests (*p*<.05)

- No respondent said they thought they would be smoking one year from the interview date.

Would Smoking Bother Parents

Interviewers next asked teens that had not smoked or experimented with smoking how much they thought their parents would be bothered if the teen smoked. The results for this item are shown in Figure 15.

Figure 15: How Much Smoking Would Bother Parents



Q095: Would it bother your parents if you smoked?
Base: Teens that had never smoked a cigarette, even one or two puffs

Demographic Item Significance Tests (*p*<.05)

- How much teens thought their parents would be bothered if the teen smoked was not associated with market area, age, sex, or grade in school.

Number of Days in Last 30 Teen Smoked or Experimented

All teens who said they had ever smoked a whole cigarette or experimented with smoking were asked to give the number of days in the last 30 days they had done so. The results for this item are shown in Table 7.

Table 7: Number of Days in Last 30 Days Smoked or Experimented

	Frequency	Percent	Valid Percent	Cumulative Percent
0	129	20.4	72.9	72.9
1	15	2.3	8.3	81.2
2	2	0.4	1.3	82.5
3	3	0.4	1.6	84.0
4	1	0.2	0.7	84.8
5	1	0.2	0.7	85.5
7	1	0.1	0.3	85.8
8	1	0.2	0.6	86.3
9	1	0.2	0.6	86.9
10	2	0.3	0.9	87.8
15	4	0.7	2.3	90.2
20	1	0.2	0.6	90.8
23	1	0.1	0.4	91.2
28	0	0.1	0.2	91.4
30	15	2.4	8.6	100.0
Total	177	28.1	100.0	
Missing	453	71.9		
Total	630	100.0		

Q100: Now thinking about the last 30 days, on how many of those days did you smoke a cigarette, even one or two puffs?
Base: Teens that had ever smoked a cigarette, even one or two puffs

Demographic Item Significance Tests ($p<.05$)

- The number of days that teens who had ever smoked or experimented said they did so in the last 30 days was not associated with market area or with the teen's sex.
- The youngest teens (12 and 13 year olds) showed a lower average number of days of smoking or experimenting in the last 30 days (0.15 days) than the next oldest group of teens (14 and 15 year olds—5.47 days). Neither of these two groups was significantly different from the oldest teens (16 and 17 year olds—3.27 days) in the sample.
- Grade appeared to be associated with the number of days that teens said they smoked or experimented in the last 30 days, but the pattern of statistically significant differences is not easily interpretable. Most of these differences show 9th graders to have the highest average number of days in the last 30 (9.31 days) on which they smoked or experimented.

Can Quit Smoking Totally and for Good

Teens who said they smoked or experimented on at least one day in the last 30 days were asked how sure they were that they could quit smoking totally and for good if they wanted to. The scale ranged from 1 to 5, where 1 was "not at all sure", and 5 was "very sure." The average score for the 48 teens who answered the question was 4.01. The results for this item are shown in Table 8.

Table 8: How Sure Can Quit Smoking

	Frequency	Percent	Valid Percent	Cumulative Percent
1 Not at all sure	2	0.3	4.4	4.4
2	7	1.1	14.8	19.2
3	7	1.0	13.6	32.7
4	5	0.8	10.0	42.7
5 Very sure	27	4.4	57.3	100.0
Total	48	7.6	100.0	
Missing	582	92.4		
Total	630	100.0		

Q110: On a scale from 1 to 5, where 1 is "not at all sure", and 5 is "very sure", how sure are you that you can quit smoking totally and for good if you wanted to?
Base: Teens that smoked during the last 30 days, even one or two puffs

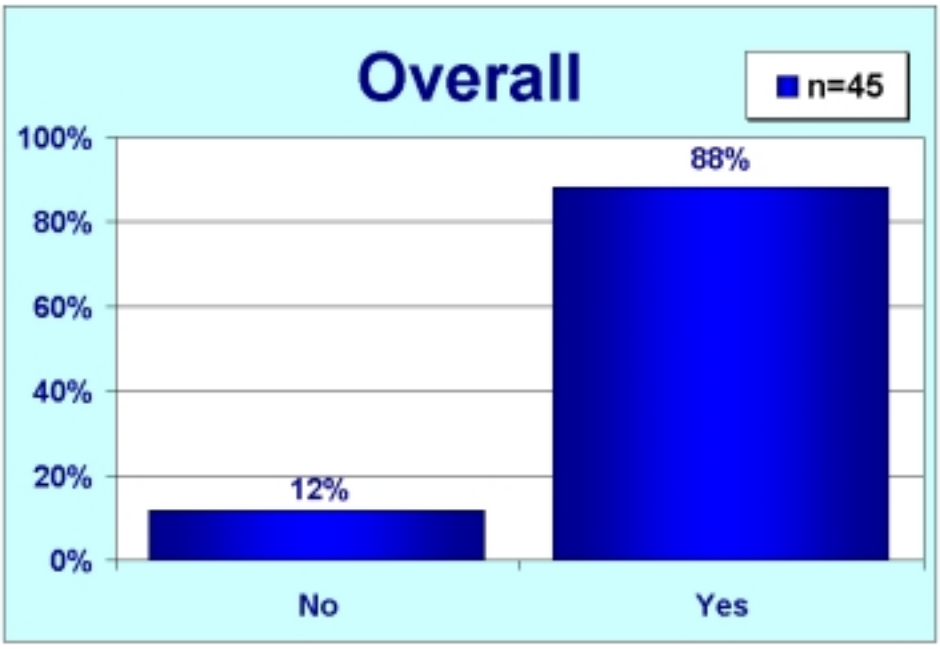
Demographic Item Significance Tests ($p<.05$)

- How sure teens who had smoked or experimented at least once in the last 30 days were that they could quit smoking was not associated with market area, age, sex, or grade in school.

Want to Stop Smoking in the Next Year or So

Teens who had smoked or experimented at least once in the last 30 days and had not yet quit smoking were asked whether they wanted to stop smoking in the next year or so. The results for this item are shown in Figure 16.

Figure 16: Want to Quit Smoking in Next Year or So



Q115: Do you want to stop smoking in the next year or so?
Base: Teens that had smoked during the last 30 days and had not quit

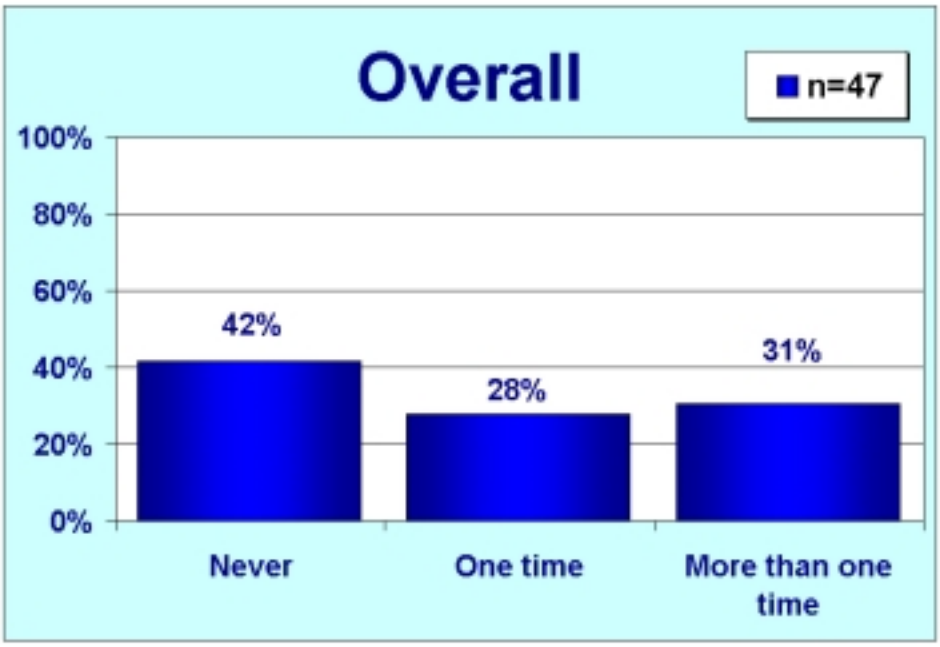
Demographic Item Significance Tests (*p*<.05)

- Whether teens who had smoked or experimented at least once in the last 30 days and had not yet quit said they wanted to quit in the next year or so was not associated with market area, age, sex, or grade in school.

Number of Quit Attempts

Teens who had smoked or experimented at least once in the last 30 days and had not yet quit smoking were asked how many times they had tried to quit smoking. The results for this item are shown in Figure 17.

Figure 17: How Many Quit Attempts



Q125: How many times have you tried to quit smoking?
Base: Teens that had smoked during the last 30 days and had not quit

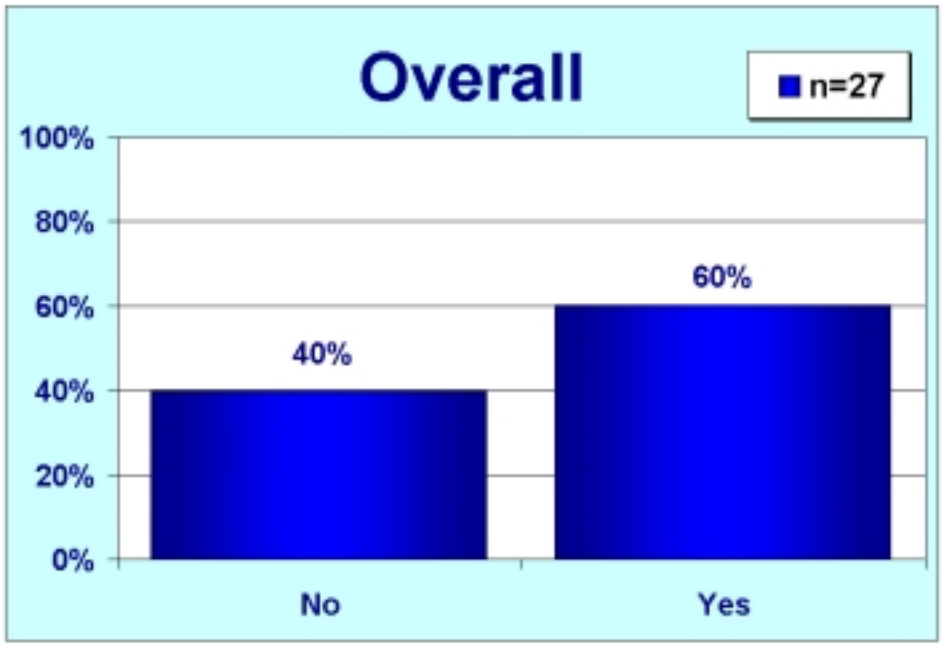
Demographic Item Significance Tests (*p*<.05)

- Teens who had smoked or experimented in the last 30 days, had not yet quit smoking, and who lived in the southwestern market area had a higher rate of quit attempts than those in the southeastern market area.
- Girls who had smoked or experimented in the last 30 days and had not yet quit had a higher rate of quit attempts than boys did.
- Age and grade in school were not statistically associated with the rate of quit attempts.

Length of Quit Attempt

Teens who had smoked or experimented in the last 30 days and who had made a quit attempt were asked whether they stayed off cigarettes for more than a month the last time they tried to quit smoking. The results for this item are shown in Figure 18.

Figure 18: Stayed Off Cigarettes at Least One Month



Q130: The last time you tried to quit smoking, did you stay off cigarettes for more than a month?
Base: Teens that had smoked during the last 30 days and had tried to quit

Demographic Item Significance Tests ($p<.05$)

- Too few teens answered this question for valid statistical associations to be detected for market area, age, sex, and grade in school.

Smoking Status

As a summary measure of the tobacco use of teens in the sample, we created a new variable—*smoking status*—calculated from the values of several smoking behavior items. Smoking status has four categories:

- *Current user:* Smoked one or more days in the past 30 days
- *Frequent current user:* Smoked on 20 or more days in past 30 days
- *Former user:* Smoked in past but not in the past 30 days
- *Never used:* Has not smoked in the past

Table 9 shows the questionnaire items and the values that were used to assign teens to one of the smoking status categories. The variables used were:

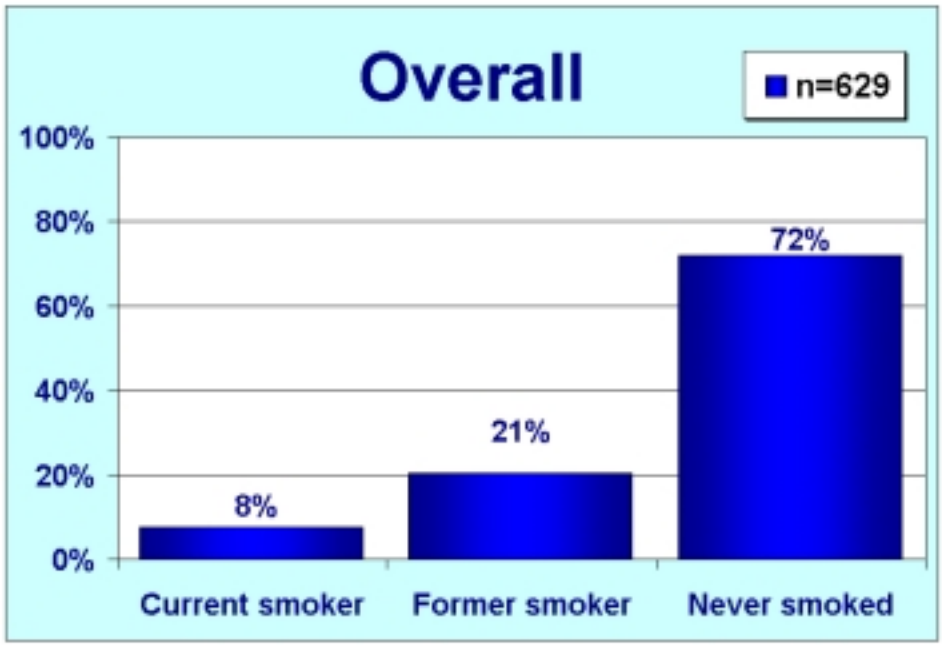
- Q070: Have you ever smoked a whole cigarette?
- Q075: Have you ever tried or experimented with cigarette smoking, even one or two puffs?
- Q100: Now thinking about the last 30 days, on how many of those days did you smoke a cigarette, even one or two puffs?

Table 9: Smoking Status Definition

	Q070	Q075	Q100
Current infrequent smoker	Yes	NA	> 0 & < 20
	No	Yes	> 0 & < 20
Current frequent smoker	Yes	NA	> 19
	No	Yes	> 19
Former smoker	Yes	NA	= 0
	No	Yes	= 0
Never smoked	No	No	NA

Over 70% of teens had never smoked, about 20% were former smokers, and fewer than 10% were current smokers (4.5% infrequent smokers and 2.8% frequent smokers). Because the small percentages of current smokers made analysis difficult, the infrequent and frequent smokers were combined into one category ("current smokers"). Figure 19 shows the distribution of smoking status among teens.

Figure 19: Smoking Status



Q070: Have you ever smoked a whole cigarette?
Q075: Have you ever tried or experimented with cigarette smoking, even one or two puffs?
Q100: Now thinking about the last 30 days, on how many of those days did you smoke a cigarette, even one or two puffs?
Base: All teens

Demographic Item Significance Tests ($p<.05$)

- Smoking status was not associated with market area or teen's sex.
- Age and grade in school were associated in expected ways with smoking status. Teens aged 14 and over were more likely than younger teens to be current smokers. The older the teen, the more likely they were to be a former smoker, and the younger the teen, the more likely they were to have never smoked. Associations with grade in school show a similar pattern.

Stages of Change for Smoking

One of the important goals of the 2002 Tobacco Counter Marketing Program is to directly or indirectly influence teens to change risky behaviors and reinforce healthy attitudes and behaviors among teens regarding tobacco use. One widely applied approach to identify the stage that a particular person is in, particularly as related to quitting health risk and addictive behaviors, is the "stage of change" model developed in the work of J. O. Prochaska.[1] The stages in the tobacco use change model are shown in Table 10:

Table 10: Stages of Change for Smoking

Stage	Description
Nonsmoker	• Never smoked
Precontemplation	• Currently smoke, and not thinking of quitting within the next 6 months
Contemplation	• Currently smoke, but thinking of quitting within the next 6 months
Preparation	• Currently smoke, but thinking of quitting within the next 30 days and made one 24-hour quit attempt in the past year
Action	• Quit smoking within the last 6 months
Maintenance	• Quit smoking more than 6 months ago

Based on their answers to several of the tobacco attitude and behavior items on the survey questionnaire, teens were assigned to one of the quitting stages in the model, as shown in Table 11. In addition to smoking status, the variables used were:

- Q080: How long ago was that? (since smoked or puffed a cigarette)
- Q115: Do you want to stop smoking in the next year or so?
- Q125: How many times have you tried to quit smoking?
- Q130: The last time you tried to quit smoking, did you stay off cigarettes for more than a month?

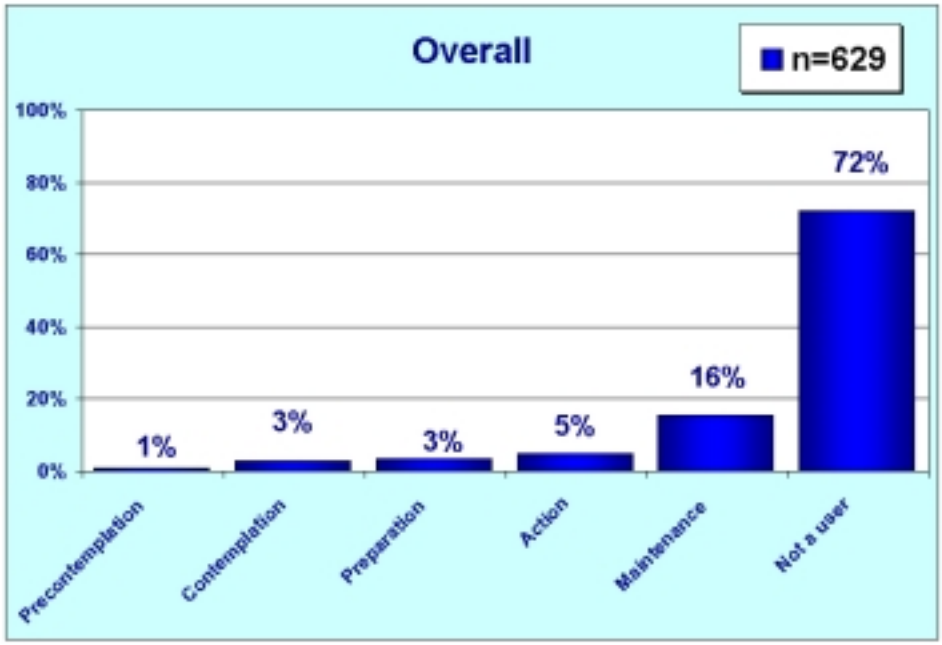
Table 11: Definition of Stages of Quitting Smoking

	Smoking Status	Q080	Q115	Q125	Q130
Precontemplation	Current	NA	No	NA	NA
Contemplation	Current	NA	Yes	Never	NA
Preparation	Current	NA	Yes	At least 1	NA
Action	Former	< 6 mo.	NA	NA	NA
Maintenance	Former	> 6 mo.	NA	NA	NA
Not a user	Never	NA	NA	NA	NA

[1] The reader is referred to the extensive information and documentation on the "stages of change" and other constructs of the Transtheoretical Model of Change available at the Web site of the Cancer Prevention Research Center at the University of Rhode Island, where Dr. Prochaska serves as Professor and Director (http://www.uri.edu/research/cprc/).

Over 70% of teens had never smoked. About 15% were former smokers in the maintenance stage and 5% had recently quit and were in the action stage. In the current smoker group, 3.4% of teens were in the preparation stage, 2.9% were in the contemplation stage, and 0.9% were in the precontemplation stage. Figure 20 shows the distribution of smoking status among teens.

Figure 20: Stages of Quitting Smoking



SMOKSTAT: Smoking Status
Q080: How long ago was that? (since smoked or puffed a cigarette)
Q115: Do you want to stop smoking in the next year or so?
Q125: How many times have you tried to quit smoking?
Q130: The last time you tried to quit smoking, did you stay off cigarettes for more than a month?
Base: All teens

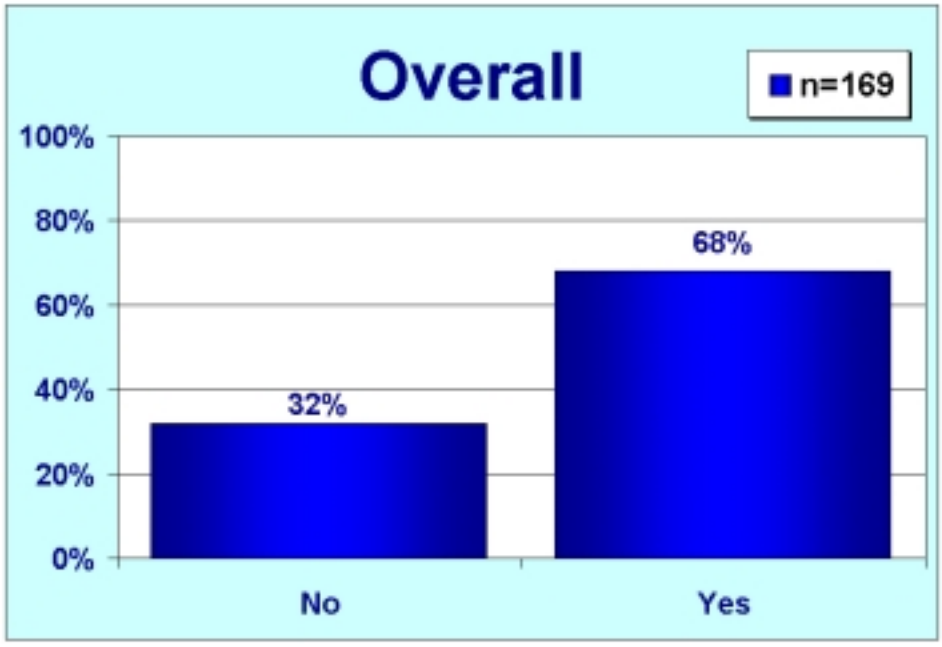
Demographic Item Significance Tests ($p<.05$)

- Age was associated with stages of quitting smoking. 12- and 13-year-olds were more likely than older teens to have not ever smoked. Teens aged 14 and 15 were more likely than younger and older teens to be in the preparation stage. The oldest teens (16 and 17 years old) were the most likely to be in the contemplation and maintenance stages.

Parental Knowledge of Teen Smoking

The questionnaire asked teens that had ever smoked a whole cigarette or experimented with smoking whether their parents knew that they had smoked. The results for this item are shown in Figure 21.

Figure 21: Parents Know That Teen Smoked



Q140: Do your parents know that you have smoked?
Base: Teens that had ever smoked a cigarette, even one or two puffs

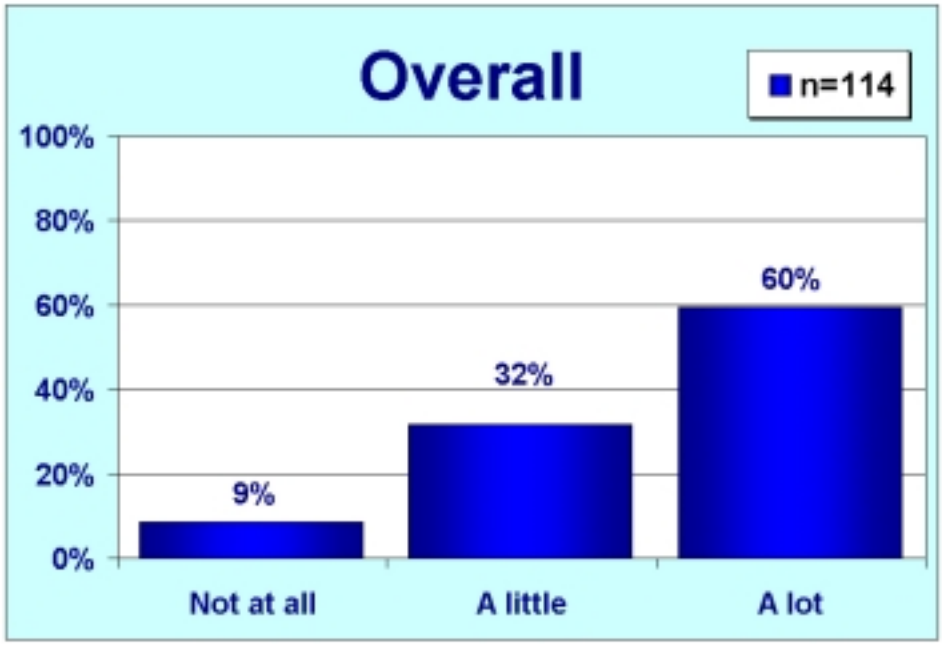
Demographic Item Significance Tests ($p<.05$)

- Whether a teen's parent knew they had smoked was not associated with market area, age, sex, or grade in school.

Does Teen's Smoking Bother Parents

Teens who had smoked or experimented with smoking and who said their parents knew they smoked were asked how much it bothered their parents. The results for this item are shown in Figure 22.

Figure 22: How Much Teen's Smoking Bothers Parents



Q145: Would you say that it bothers them A) a lot, B) a little, or C) not at all?
Base: Teens whose parents know that teen has smoked

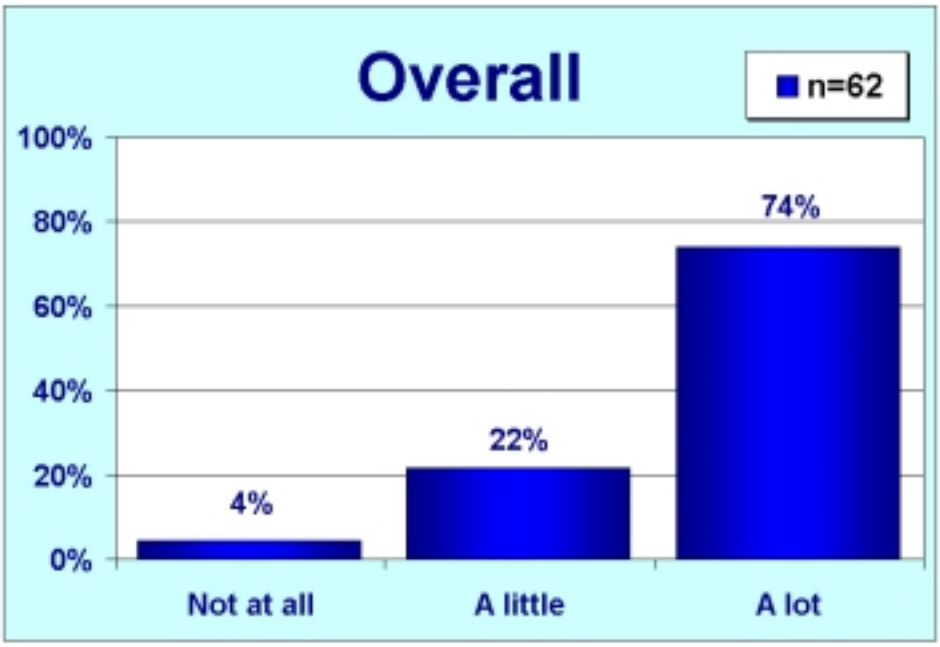
Demographic Item Significance Tests (*p*<.05)

- How much a teen whose parents knew they had smoked said it bothered their parents was not associated with market area.
- Age was not associated with how much they said their smoking bothered their parents (who knew they had smoked).
- Girls were more likely than boys to say their parents were bothered "a little" by their smoking, but boys were more likely than girls to says their parents were bothered "a lot."
- Grade was not clearly associated with how much teens said their smoking bothered their parents (who knew they had smoked).

Would Parents Be Bothered if They Knew about Teen's Smoking

Teens who had smoked or experimented with smoking and who said their parents did not know they smoked were asked how much it would bother their parents if they knew. The results for this item are shown in Figure 23.

Figure 23: How Much Parents Would Be Bothered if They Knew



Q150: If they knew that you smoked, would it bother them A) a lot, B) a little, or C) not at all?
Base: Teens whose parents do not know that teen has smoked

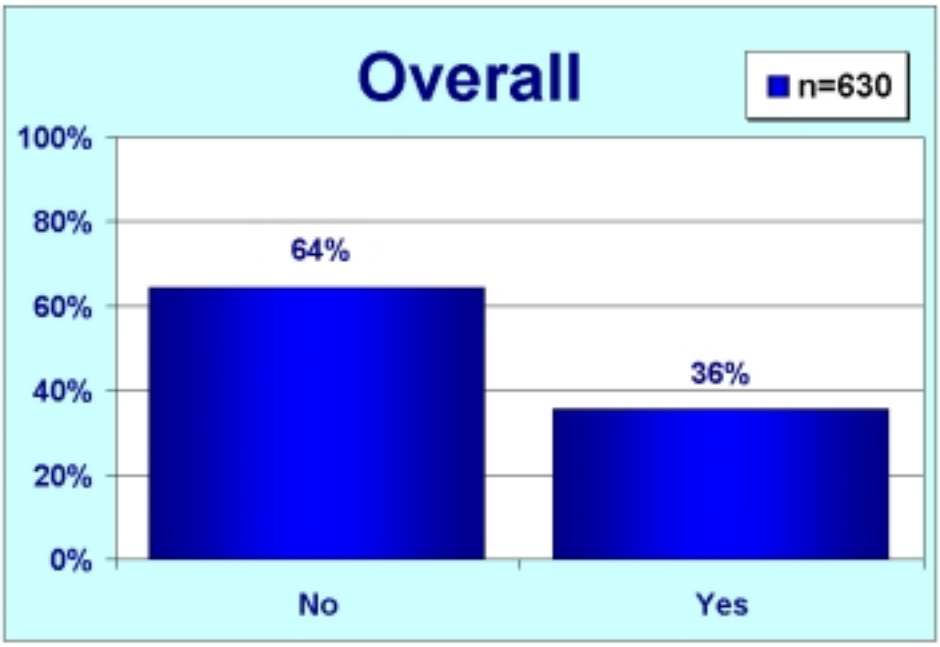
Demographic Item Significance Tests ($p<.05$)

- How much a teen that has smoked said their parents would be bothered if they knew was not associated with market area, age, sex, or grade in school.

Offered Cigarette

All teens were asked whether anyone had offered them a cigarette during the past year. The results for this item are shown in Figure 24.

Figure 24: Teen Was Offered Cigarette



Q155: During the past year, has anyone offered you a cigarette?
Base: All teens

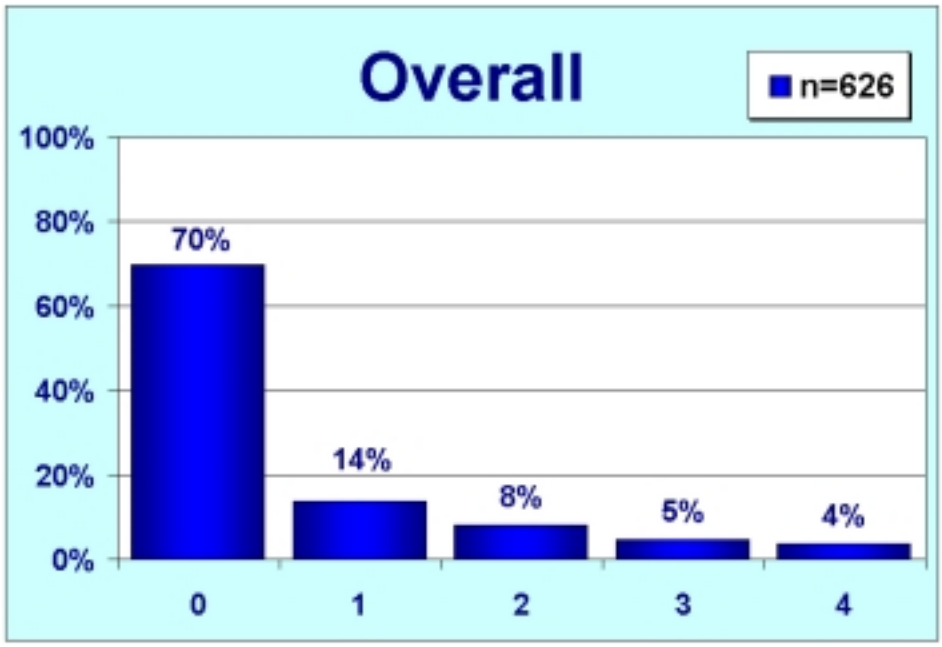
Demographic Item Significance Tests (*p*<.05)

- Market area was not associated with whether anyone had offered the teen a cigarette in the past year.
- The older the teen, the more likely they were to have been offered a cigarette in the past year.
- Boys were no more likely than girls to have been offered a cigarette in the past year.
- The higher the grade in school, the more likely that a teen had been offered a cigarette in the past year.

Number of Closest Friends Who Smoke

All teens were asked how many of their four closest friends smoked. The average number of friends was 0.59. The results are shown in Figure 25.

Figure 25: Number of Four Closest Friends Who Smoke



Q160: How many of your four closest friends smoke cigarettes?
Base: All teens

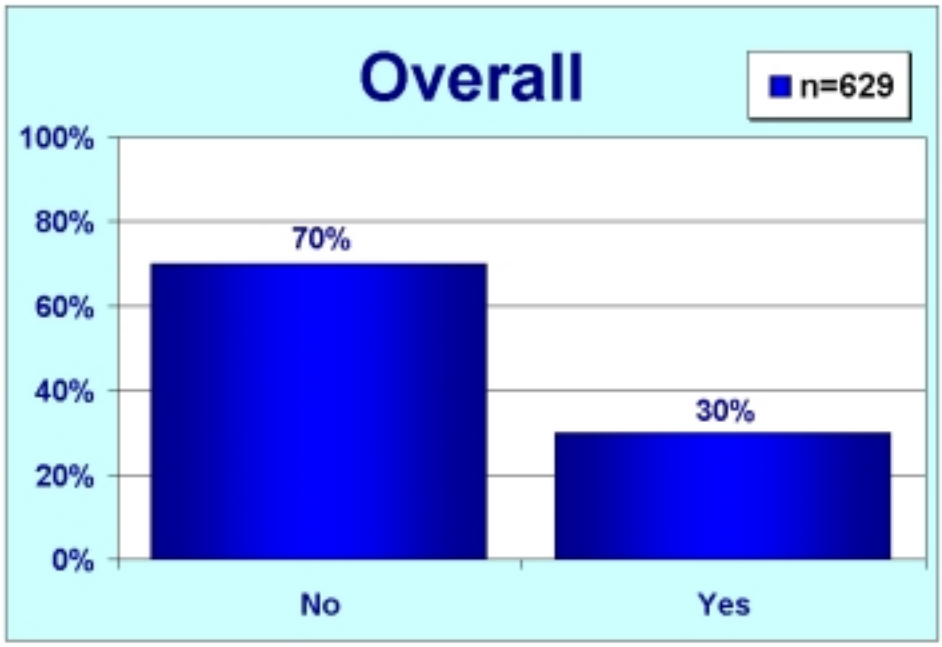
Demographic Item Significance Tests ($p<.05$)

- Market area was not associated with the number of a teen's four closest friends who smoked.
- The older the teen, and the higher the teen's grade, the higher the average number of the teen's four closest friends who smoked.
- Girls had a higher average number of friends of the four closest friends (0.71) who smoked than boys did (0.47).

Anyone in Household Smokes

All teens were asked whether anyone who lived in the same household with the teen smoked cigarettes. The results for this item are shown in Figure 26.

Figure 26: Someone in Teen's Household Smokes



Q165: Does anyone who lives in the same household with you smoke cigarettes?
Base: All teens

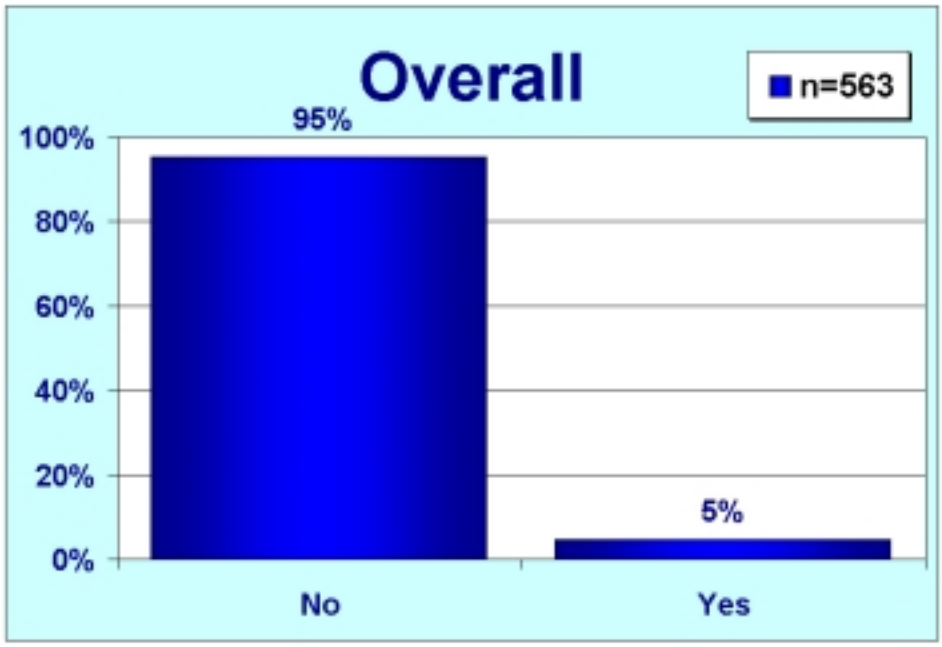
Demographic Item Significance Tests ($p<.05$)

- The likelihood that someone in the teen's household smoked was not associated with market area, age, or grade in school.
- Girls were more likely than boys were to live in a household where someone smoked cigarettes.

Ever Used Smokeless Tobacco

All teens were asked whether they had ever used smokeless tobacco, such as chewing tobacco, snuff, or dip. The results for that item are shown in Figure 27.

Figure 27: Ever Used Smokeless Tobacco



Q181: Have you ever used smokeless tobacco, such as chewing tobacco, snuff, or dip?
Base: All teens

Demographic Item Significance Tests (*p*<.05)

- Teens in the northern market area were more likely than teens elsewhere in Idaho to have used smokeless tobacco.
- The older the teen, and the higher the teen's grade in school, the more likely they were to have used smokeless tobacco.
- Boys were more likely than girls were to have used smokeless tobacco.

Number of Days in Last 30 Teen Used Smokeless Tobacco

All teens who said they had ever used smokeless tobacco were asked to give the number of days in the last 30 days they had done so. The average number of days was 2.42. The results for this item are shown in Table 12.

Table 12: Number of Days in Last 30 Teen Used Smokeless Tobacco

	Frequency	Percent	Valid Percent	Cumulative Percent
0	18	2.8	68.8	68.8
1	5	0.7	18.1	86.9
2	1	0.2	3.9	90.8
15	1	0.2	4.0	94.8
30	1	0.2	5.2	100.0
Total	26	4.1	100.0	
Missing	604	95.9		
Total	630	100.0		

Q182: During the past 30 days, on how many days have you used smokeless tobacco?
Base: Teens that had ever used chewing tobacco, snuff, or dip

- Too few teens answered this question for valid statistical associations to be detected for market area, age, sex, and grade in school.

Want to Stop Using Smokeless Tobacco

Teens who had used smokeless tobacco in the last 30 days were asked whether they wanted to stop using smokeless tobacco in the next year or so. The results for that item are shown in Figure 28.

Figure 28: Teen Wants to Stop Using Smokeless Tobacco

Q183: Do you want to stop using smokeless tobacco in the next year or so?
Base: Teens that had used chewing tobacco, snuff, or dip during the last 30 days

Demographic Item Significance Tests (*p*<.05)

- No respondent said they did not want to stop using smokeless tobacco in the next year or so.

Smokeless Tobacco Status

As a summary measure of the tobacco use of teens in the sample, we created a new variable—*smokeless tobacco status*—calculated from the values of two smokeless tobacco behavior items. Smokeless tobacco status has four categories:

- *Current user:* Used smokeless tobacco on one or more days in the past 30 days
- *Frequent current user:* Used smokeless tobacco on 20 or more in past 30 days
- *Former user:* Used smokeless tobacco in past but not in the past 30 days
- *Never used:* Has not used smokeless tobacco in the past

Table 13 shows the questionnaire items and the values that were used to assign teens to one of the smokeless tobacco status categories. The variables used were:

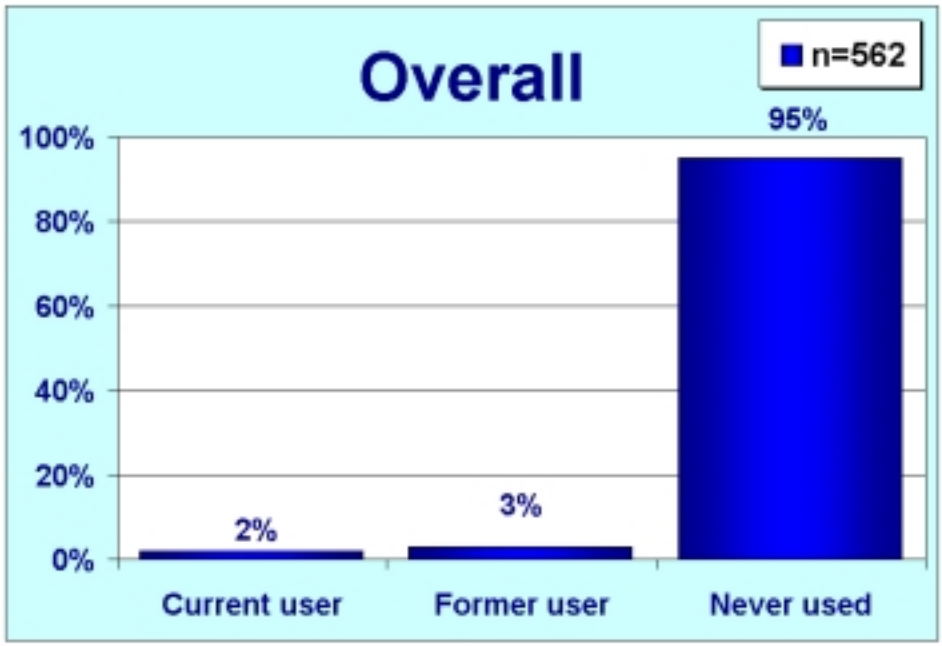
- Q181: Have you ever used smokeless tobacco, such as chewing tobacco, snuff, or dip?
- Q182: During the past 30 days, on how many days have you used smokeless tobacco?

Table 13: Smokeless Tobacco Status Definition

	Q181	Q182
Current infrequent smokeless tobacco user	Yes	> 0 & < 20
Current frequent smokeless tobacco user	Yes	> 19
Former smokeless tobacco user	Yes	= 0
Never used smokeless tobacco	No	NA

Nearly all teens in the survey (95%) of teens had never used smokeless tobacco, about 3% were former users, and fewer than 2% were current users (1.2% infrequent users and 0.2% frequent users). For the purposes of display, infrequent and frequent smokers were combined into one category ("current smokeless tobacco users"). Figure 29 shows the distribution of smoking status among teens.

Figure 29: Smokeless Tobacco Status



Q181: Have you ever used smokeless tobacco, such as chewing tobacco, snuff, or dip?
Q182: During the past 30 days, on how many days have you used smokeless tobacco?
Base: All teens

Demographic Item Significance Tests ($p<.05$)

- Too few teens in the sample had used smokeless tobacco for valid statistical associations to be detected for market area, age, sex, and grade in school.

Stages of Change for Smokeless Tobacco Use

In a manner similar to that for smoking, a variable was calculated to indicate the stages of change for smokeless tobacco use. The stages in the tobacco use change model are shown in Table 14:

Table 14: Stages of Change for Smokeless Tobacco Use

Stage	Description
Nonuser	• Never used smokeless tobacco
Precontemplation	• Currently use smokeless tobacco, and not thinking of quitting within the next 6 months
Contemplation	• Currently use smokeless tobacco, but thinking of quitting within the next 6 months
Preparation	• Currently use smokeless tobacco, but thinking of quitting within the next 30 days and made one 24-hour quit attempt in the past year
Action	• Quit using smokeless tobacco within the last 6 months
Maintenance	• Quit using smokeless tobacco more than 6 months ago

Based on their answers to the two smokeless tobacco behavior items, teens were assigned to one of the quitting stages in the model, as shown in Table 15. In addition to smokeless tobacco use status, the calculation used item Q183 (Do you want to stop using smokeless tobacco in the next year or so?). Because fewer questions were asked about smokeless tobacco than about smoking, some categories had to be combined.

Table 15: Definition of Stages of Quitting Smokeless Tobacco Use

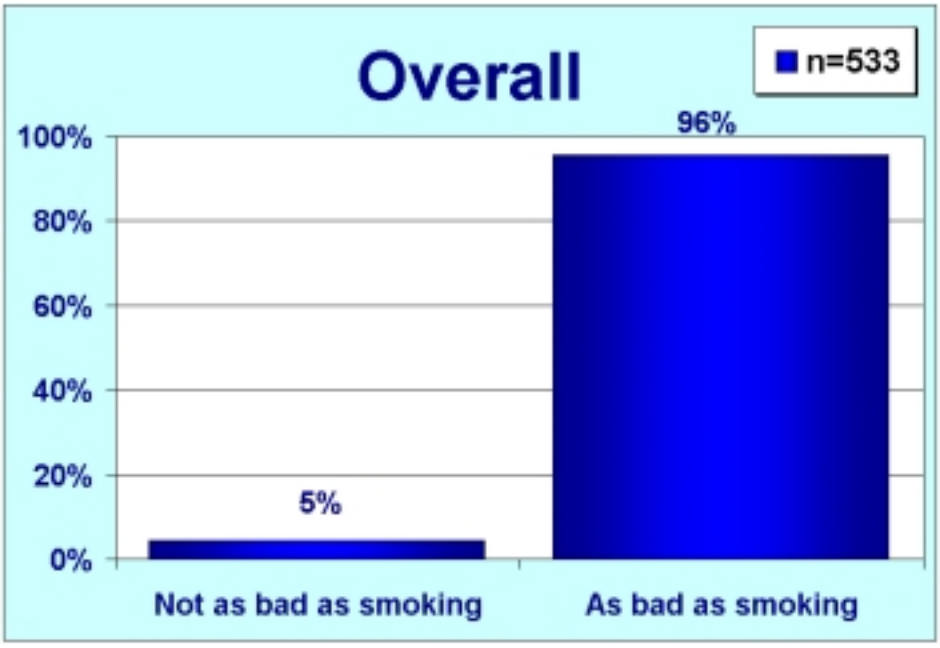
	Smokeless Tobacco Status	Q183
Precontemplation	Current	No
Contemplation/ Preparation	Current	Yes
Action/ Maintenance	Former	NA
Not a user	Never	NA

No teens in the sample were in the precontemplation stage, so the distribution of stages of quitting smokeless tobacco use is the same as the distribution of smokeless tobacco use status (Figure 29). As with smokeless tobacco use status, too few teens that had used smokeless tobacco were available in the sample to permit analysis of demographic differences.

Relative Health Risk of Smoking and Smokeless Tobacco

All teens were asked whether they would say that using smokeless tobacco is as bad for a person's health as smoking tobacco, or whether it's not as bad. The results for this item are shown in Figure 30.

Figure 30: Health Risk of Smokeless Tobacco Compared to Smoking



Q184: Would you say that using smokeless tobacco is as bad for a person's health as smoking tobacco, or would you say it's not as bad?
Base: All teens

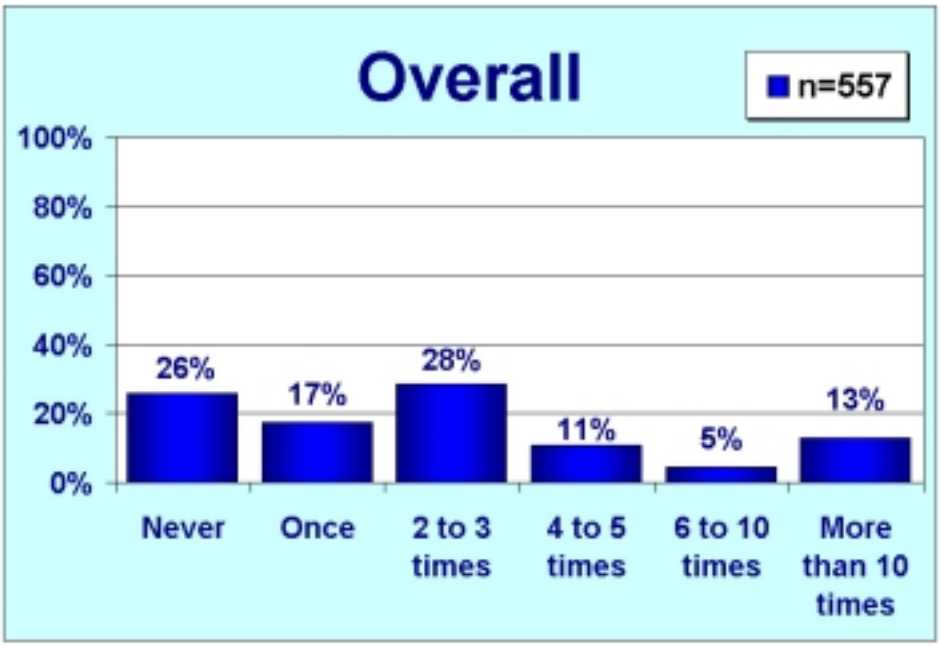
Demographic Item Significance Tests ($p<.05$)

- A teen's judgment about the relative health risk of smoking compared with smokeless tobacco was not associated with market area, age, sex, or grade in school.

Talking with Others about Smoking

All teens were asked how often in the last 6 months they talked with anyone about smoking or tobacco. The results for that item are shown in Figure 31.

Figure 31: Number of Times Talked about Tobacco



Q186: In the last 6 months, about how often did you talk with anyone about smoking or tobacco?
Base: All teens

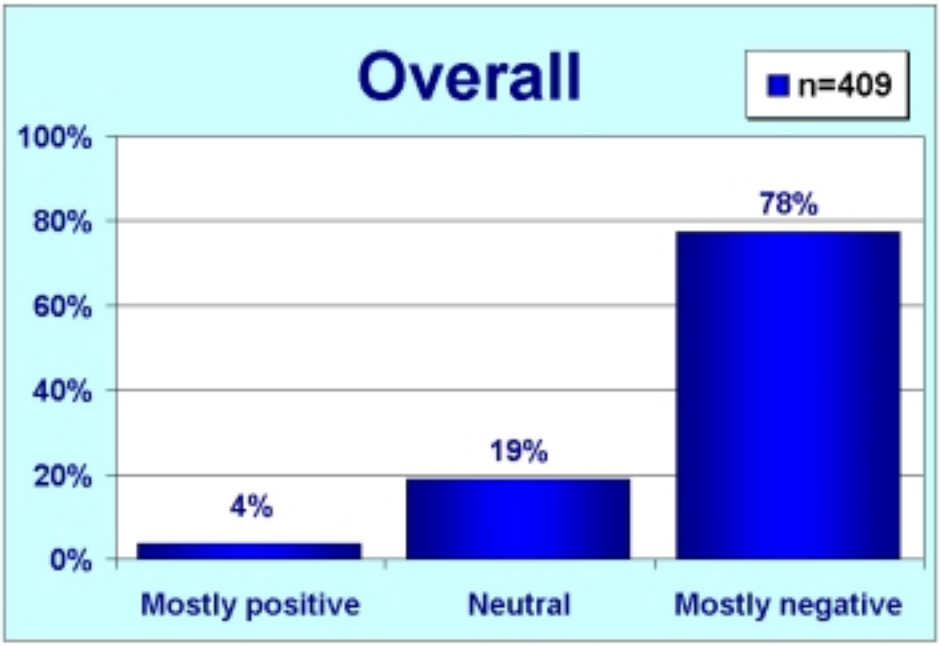
Demographic Item Significance Tests ($p<.05$)

- The number of times over the past 6 months a teen spoke with someone about tobacco was not associated with market area or age.
- Girls showed a greater frequency of speaking with someone in the past 6 months about tobacco than boys did.
- The frequency of speaking with someone about tobacco in the past 6 months varied by grade, but the pattern was not easily interpretable.

Attitude of Talk about Tobacco

Teens who had spoken with someone about tobacco in the past 6 months were asked whether their talk was mostly negative about tobacco, mostly positive about tobacco, or neutral about it. The results for this item are shown in Figure 32.

Figure 32: Attitude toward Tobacco in Talk



Q191: Would you say your talk was mostly negative about tobacco, mostly positive about tobacco, or neutral about it?
Base: Teens that talked with anyone about tobacco in last 6 months

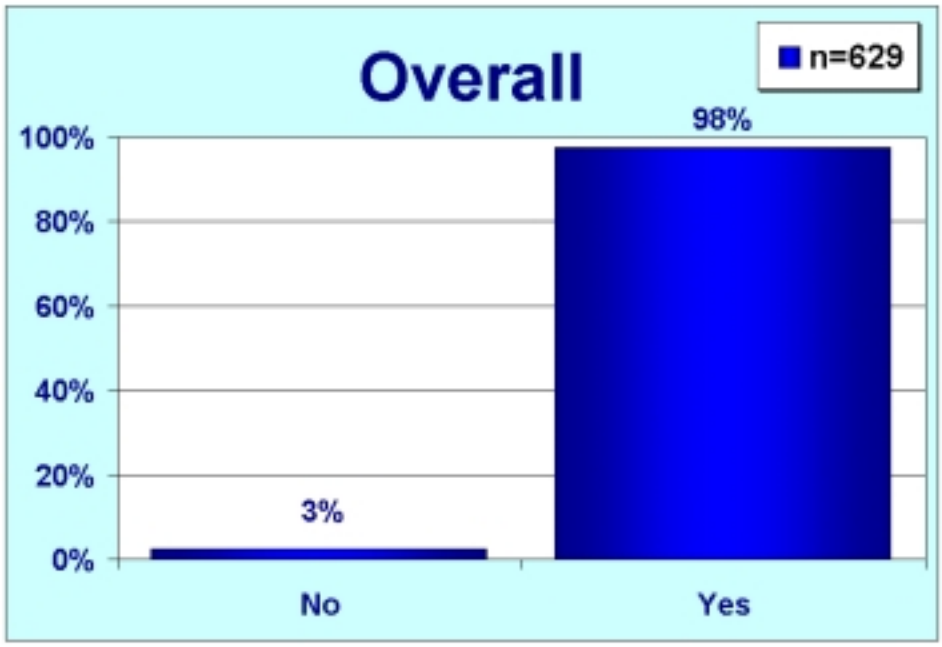
Demographic Item Significance Tests (*p*<.05)

- Teens in the southeastern and northern market areas were more often mostly negative in their talk with others about tobacco, compared with teens in the southwestern market area, who were more often neutral in their attitude.
- Age and teen's sex were not associated with the attitude of talk with others about tobacco.
- The higher the teen's grade in school, the less likely they were to be mostly negative in their attitude toward tobacco in talk with others.

Told Not to Smoke

All teens were asked whether anyone had ever told them not to smoke. The results for this item are shown in Figure 33.

Figure 33: Ever Been Told Not to Smoke



Q205: Has anyone ever told you not to smoke?
Base: All teens

Demographic Item Significance Tests (*p*<.05)

- Having ever been told not to smoke was not associated with market area or teen's sex.
- The older the teen, the less likely they were to say they had ever been told not to smoke.
- A similar pattern was observed for grade in school as for age, but the distribution of cases across grades limited the ability to claim statistical significance for the pattern.

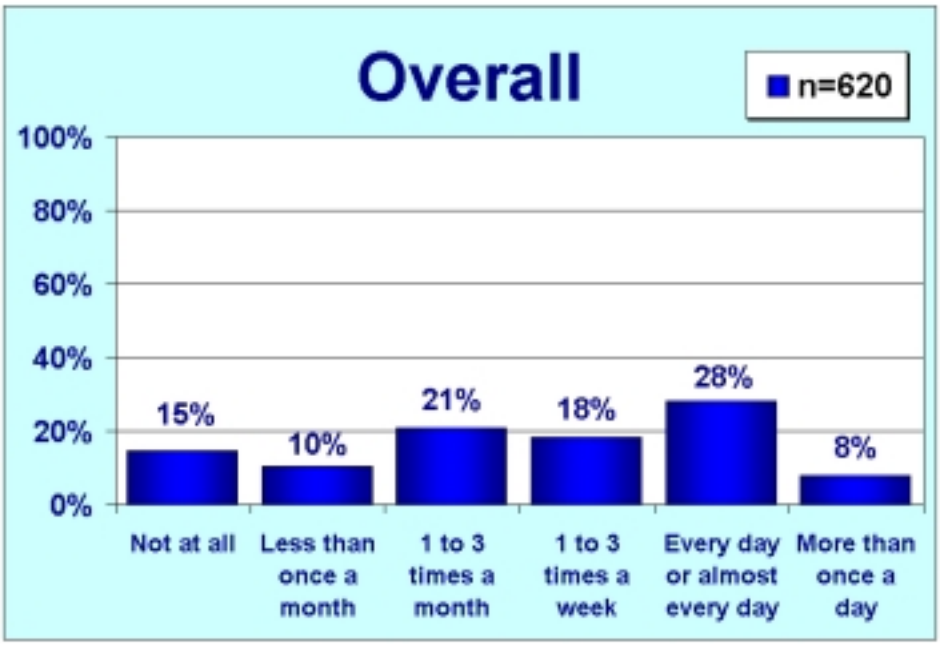
Tobacco-related Advertising

The final section of the questionnaire covered three channels by which ESD and ITPCP have made efforts to reach teens with messages to quit the use of tobacco and to not take it up: radio, television, and billboard. For each medium, unaided recall of messages about the risks of tobacco was measured. For a few television and radio ads, prompted recall was measured along with a series of follow-up questions.

Have Heard a Radio Ad about Risks of Tobacco

Teens were asked how frequently they have heard a radio commercial or ad telling them about the risks of smoking and tobacco over the past 12 months. The results for this item are shown in Figure 34.

Figure 34: Frequency Hearing Radio Ad



Q210: Over the past 12 months, how frequently have you heard a radio commercial or ad telling you about the risks of smoking and tobacco?
Base: All teens

Demographic Item Significance Tests ($p<.05$)

- Neither market area nor age was associated with the frequency that a teen had heard a radio ad about the risks of tobacco.
- Girls reported a higher frequency of hearing radio ads than boys did.
- Teens in 9th grade showed a higher frequency of hearing radio ads than those in 6th grade or lower grades did.

Unaided Recall of Radio Ads

The questionnaire next asked those teens who had heard a radio ad about the risk of tobacco over the past 12 months to describe up to three of those ads. Interviewers coded the responses into the ESD/ITPCP ad list and recorded the responses verbatim for ads that did were not on the list. The results are shown in Table 16, sorted in descending order from the most frequency response, with the ESD/ITPCP ads shown in bold italic type. Because respondents could mention more than one ad, the total number of responses is greater than the number of teens in the sample.

Table 16: Unaided Recall of Radio Ads (Recoded)

Advertisement	Frequency	Percent of Responses	Percent of Cases
When You Smoke	***54***	***15.9***	***17.4***
Negative health effects of tobacco / bad for you (general)	39	11.4	12.4
Lucky Rick	***38***	***11.2***	***12.2***
Infect Truth ad (general)	34	9.9	10.8
Likely TV ad	32	9.4	10.3
Other	29	8.5	9.3
Critique	***12***	***3.5***	***3.8***
Facts	***10***	***3.0***	***3.2***
Just a Pinch	***9***	***2.8***	***3.0***
Look at Me	***9***	***2.6***	***2.9***
Anti-Drug	9	2.6	2.8
Health statistics (general)	7	2.0	2.2
5th Guy	***6***	***1.8***	***2.0***
Tobacco is Whacko	5	1.3	1.5
Prenatal risks (general) (CDC)	5	1.5	1.6
Singing Pollution	***4***	***1.3***	***1.4***
Lights (Infect Truth)	4	1.2	1.4
Tobacco smokes you	4	1.2	1.3
Cow farts	4	1.1	1.2
Teens talking how bad smoking was	4	1.2	1.3
Don't smoke	4	1.3	1.4
Parent is negative	4	1.3	1.4
Flavor (Infect Truth)	3	0.9	1.0
Joe DeBoer	***2***	***0.7***	***0.7***
Smoke ingredients (general)	2	0.7	0.8
Smoker talks about negative health experience	2	0.7	0.7
Encouraging smoking (joke)	2	0.7	0.8
Dating game - tobacco ages people	1	0.3	0.3
Anti-alcohol	0	0.1	0.1
Total responses	342	100.0	109.4

317 missing cases; 313 valid cases

Q210: Please describe one of the anti-tobacco radio ads you have heard over the past 12 months.
Base: Teens that had heard a radio ad about tobacco over past 12 months

Interviewers collected the unaided recall information by not prompting for (describing) specific radio ads. They coded the respondents' open-ended answers as matching one of the nine ESD/ITPCP radio ads or as "other." For "other" ads, the interviewers typed the open-ended responses verbatim into a text field. During data cleaning following data collection, analysts reviewed the open-ended responses. If any were found that apparently matched one of the ESD/ITPCP ads, they were recoded as the response category value that corresponded to that ad. ESD staff reviewed the recoding of open-ended responses for completeness and accuracy. Table 16 shows the distribution of ad mentions after recoding.

Recoding decisions may introduce error into the measurement insofar as an ad described by respondents and typed verbatim by interviewers appeared to indicate one of the ESD/ITPCP ads but was, in fact, not the ad the respondent had in mind. Therefore, the likely rate of unaided recall for a given ESD/ITPCP ad is somewhere between the unrecoded rate and the recoded rate. Table 17 shows the unrecoded and recoded rates of unaided recall for each ESD/ITPCP ad, which may be interpreted as lower and upper bounds of the point estimate of unaided recall rate, not considering sampling error.

Table 17: Unrecoded and Recoded Unaided Recall of Radio Ads

	Unrecoded			Recoded		
Advertisement	Frequency	Percent of Responses	Percent of Cases	Frequency	Percent of Responses	Percent of Cases
When You Smoke	39	11.6	12.6	54	15.9	17.4
Lucky Rick	35	10.3	11.1	38	11.2	12.2
Critique	10	2.9	3.2	12	3.5	3.8
Facts	10	3.0	3.2	10	3.0	3.2
Just a Pinch	8	2.4	2.6	9	2.8	3.0
Look at Me	6	1.7	1.9	9	2.6	2.9
5th Guy	6	1.8	2.0	6	1.8	2.0
Singing Pollution	4	1.3	1.4	4	1.3	1.4
Joe DeBoer	2	0.7	0.7	2	0.7	0.7

Because the unaided recall counts for most of the ESD/ITPCP radio ads were small, the ability to analyze demographic differences is limited. Table 18 lists the significant demographic differences that were detectable by chi-square tests for mentioning individual ESD/ITPCP ads, mentioning any ESD/ITPCP ad, and mentioning any antitobacco radio ad.

Table 18: Significance Test Results for Unaided Recall of Radio Ads

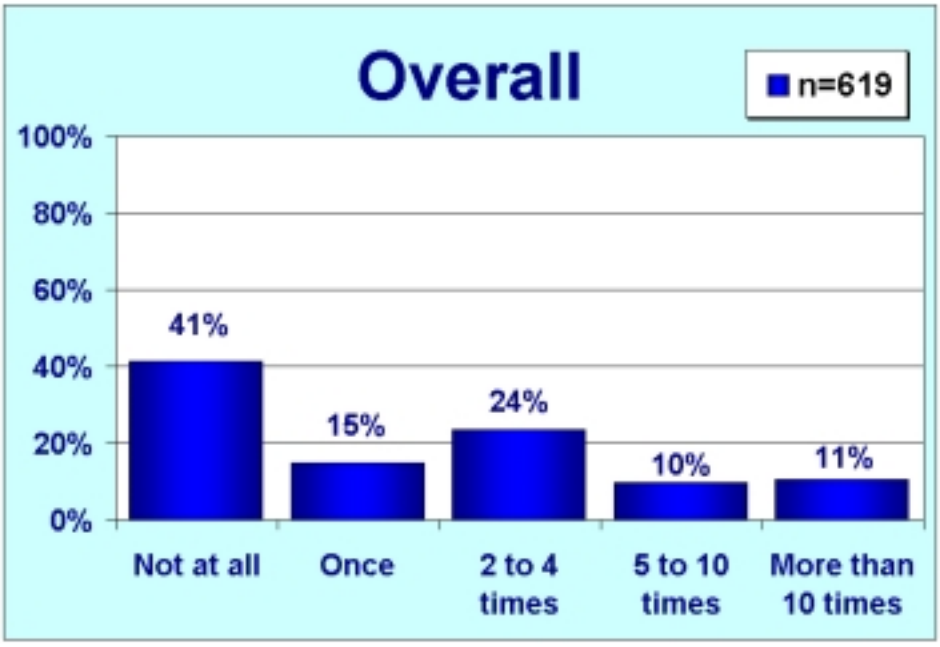
Advertisement	Overall %[a]	Significant Difference(s)
When You Smoke	8.6	Unaided recall rates were higher in the northern and southwestern market areas than in the southeastern market area (13.4%, 10.5%, and 4.6%, respectively) Teens aged 16 and 17 were more likely than younger teens to mention the ad (12.8% for 16- and 17-year-olds, 7.1% for 14- and 15-year-olds, and 5.3% for 12- and 13-year-olds) In general, the older the teen, the more likely they were to mention the ad (ranging from 0.0% for 12-year-olds to 12.4% for 17-year-olds), though 7th graders were about as likely as 9th and 10th graders to mention it (9.6%, 10.0%, and 10.9%, respectively)
Lucky Rick	6.2	No significant differences
Critique	1.9	No significant differences
Facts	1.6	No significant differences
Just a Pinch	1.5	No significant differences
Look at Me	1.5	No significant differences
5th Guy	1.0	No significant differences
Singing Pollution	0.7	No significant differences
Joe DeBoer	0.4	No significant differences
Only ESD/ITPCP Ad	19.3	Teens aged 14 and older were more likely than younger teens to mention only an ESD/ITPCP ad (22.3% for 14- and 15-year-olds, 21.6% for 16- and 17-year-olds, and 13.2% for 12- and 13-year-olds)
Any ESD/ITPCP Ad	20.9	Unaided recall rates were higher in the northern and southwestern market areas than in the southeastern market area (26.1%, 24.8%, and 15.3%, respectively) Teens aged 14 and older were more likely than younger teens to mention an ESD/ITPCP ad (22.7% for 14- and 15-year-olds, 25.1% for 16- and 17-year-olds, and 13.8% for 12- and 13-year-olds) Teens in 9th grade were the most likely to mention an ESD/ITPCP ad (30.8% for 9th graders, 22.9% for 10th grade or more, and 15.0% for 8th grade or less)
Any Antitobacco Ad	50.5	Unaided recall rates were higher in the northern and southwestern market areas than in the southeastern market area (61.3%, 51.3%, and 44.9%, respectively) Teens aged 14 and older were more likely than younger teens to mention an ad (53.3% for 14- and 15-year-olds, 56.9% for 16- and 17-year-olds, and 40.0% for 12- and 13-year-olds) In general, the higher the teen's grade in school, the more likely they were to mention an ad (ranging from 32.8% for 6th grade or less to 57.9% for 11th grade or more)

[a] Overall percentage of teens who mentioned a specific ad in unaided recall. Denominator includes teens that said they did not hear any antitobacco radio ads in the last 12 months.

How Often Heard "When You Smoke" Ad

Interviewers described for teens the "When You Smoke" radio ad and asked several questions about it. The first question asked how many times the teen had heard the ad over the past 12 months. The results for that item are shown in Figure 35. Overall, 58.6% of teens said they had heard the "When You Smoke" ad at least once in the past twelve months. This is 6.6 times the unaided recall rate among teens in Idaho for this ad (8.6%).

Figure 35: How Often Heard "When You Smoke" Radio Ad



Q220: Over the past 12 months, how many times have you heard this ad?
Base: All teens

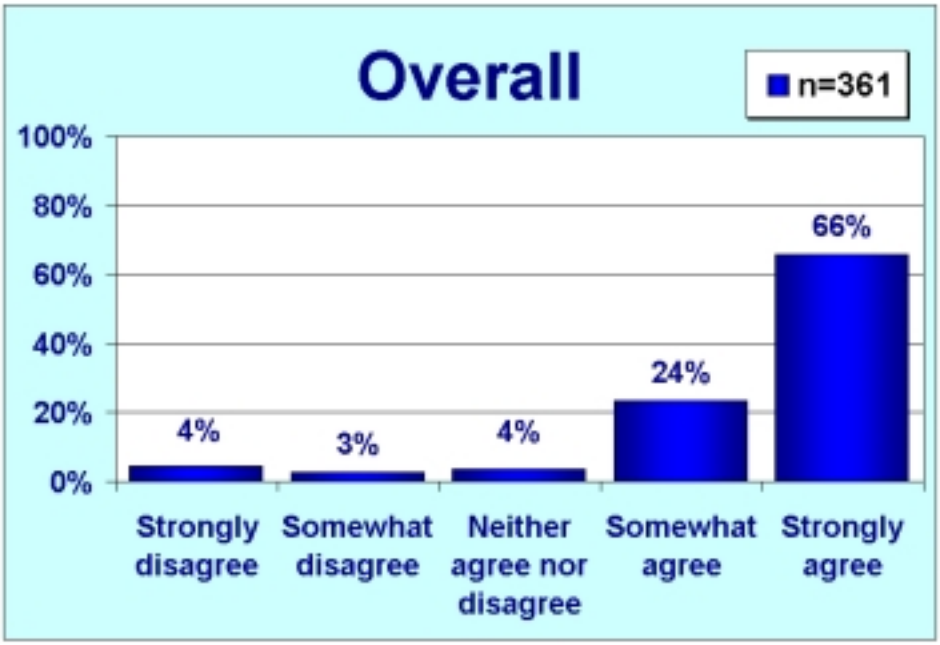
Demographic Item Significance Tests ($p<.05$)

- Market area was not associated with how frequently teens said they heard the "When You Smoke" radio ad.
- The older the teen, the more frequently they reported having heard the "When You Smoke" ad.
- Girls reported having heard the "When You Smoke" ad more frequently than boys did.
- Grade in school was associated with frequency of hearing the "When You Smoke" ad in parallel with the pattern shown for age.

Convincing Nature of "When You Smoke" Ad

Next, teens who had heard the "When You Smoke" radio ad in the last 12 months were asked to agree or disagree with a series of questions about it. The first question posed the statement that the ad was convincing. The results for this item are shown in Figure 36.

Figure 36: "When You Smoke" Ad Was Convincing



Q225: This ad was convincing.
Base: Teens who had heard "When You Smoke" ad in past 12 months

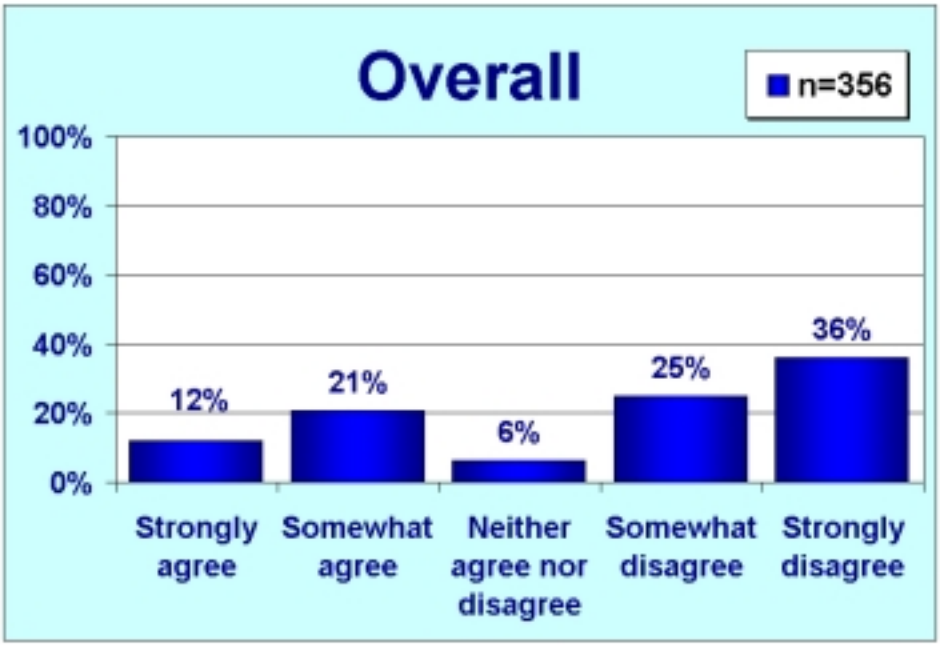
Demographic Item Significance Tests ($p<.05$)

- Neither market area, age, nor teen's sex was associated with agreement or disagreement with the statement.
- Teens in 6th grade or lower grades were less likely to agree the "When You Smoke" ad was convincing than teens in all higher grades except 10th grade were.

Exaggeration in “When You Smoke” Ad

Teens were next asked to agree or disagree with the statement that the “When You Smoke” radio ad exaggerated the problem. The results for this item are shown in Figure 37.

Figure 37: "When You Smoke" Ad Exaggerated the Problem



Q230: This ad exaggerated the problem.
Base: Teens who had heard “When You Smoke” ad in past 12 months

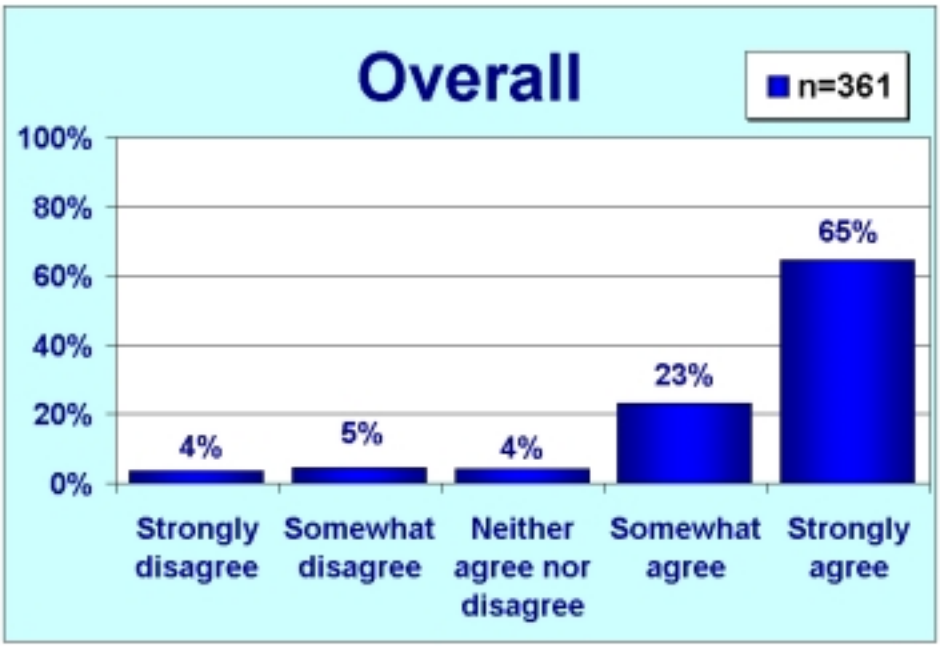
Demographic Item Significance Tests (*p*<.05)

- Teens’ agreement about whether the “When You Smoke” radio ad exaggerated the problem was not associated with market area, age, sex, or grade in school.

Awareness Raised by "When You Smoke" Ad

Interviewers next asked teens who had heard the "When You Smoke" radio ad in the past 12 months to agree or disagree that the ad made them more aware of the risks of smoking and tobacco. The results for this item are shown in Figure 38.

Figure 38: "When You Smoke" Ad Raised Awareness



Q235: This ad made me more aware of the risks of smoking and tobacco.
Base: Teens who had heard "When You Smoke" ad in past 12 months

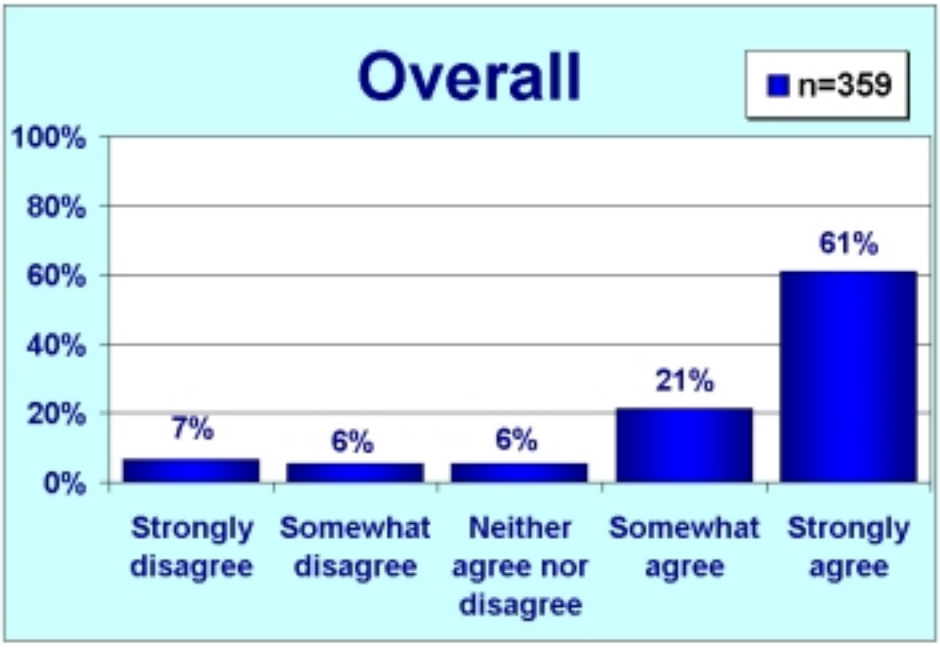
Demographic Item Significance Tests ($p<.05$)

- A teen's likelihood of agreeing with the statement that the "When You Smoke" ad made them more aware of the risks of tobacco was not associated with market area, age, or teen's sex.
- The higher the teen's grade in school, the less likely they were to agree that the ad made them more aware of the risks of tobacco.

"When You Smoke" Ad Discouraged Tobacco Use

The last question about the "When You Smoke" ad was whether the teen agreed that it made them less likely to try or use tobacco. The results for this item are shown in Figure 39.

Figure 39: "When You Smoke" Ad Discouraged Tobacco Use



Q240: This ad made me less likely to try or use tobacco.
Base: Teens who had heard "When You Smoke" ad in past 12 months

Demographic Item Significance Tests ($p<.05$)

- Teens' agreement about whether the "When You Smoke" radio ad made them less likely to try or use tobacco was not associated with market area, age, sex, or grade in school.

Discussion of Radio Media Ads

The radio media component of the 2002 Tobacco Counter Marketing Program involved nine ads targeted to teens in Idaho aged 12 through 17. These ads were scheduled to run during FY 2002 as shown in Table 19.

Table 19: Teen Radio Ad Schedule

13-Week Flight	Radio Ads[a]	Dates
Flight 1	Facts	Week of September 3, 2001
	5th Guy	Week of September 17, 2001
	Singing Pollution	Week of October 1, 2001
		Week of October 15, 2001
Flight 2	Just a Pinch	Week of January 21, 2002
	When You Smoke	Week of February 4, 2002
		Week of February 18, 2002
Flight 3	Lucky Rick	Week of April 22, 2002
	Critique	Week of May 6, 2002
		Week of May 20, 2002

[a] Two ads targeted to the young adult market were also included in the analysis: "Look at Me" (October–November 2001) and "Rick DeBoer" (March–April 2002)

The estimated reach for the teen radio media component was 75%. All markets in Idaho received the same level of exposure to the radio ads. Overall, 85.4% of Idaho teens said they had heard an antitobacco radio ad over the past 12 months with a frequency of more than "none at all," and 50.5% described a specific antitobacco radio ad they had heard during the past 12 months.

Of the radio ads that were a part of the campaign, the "When You Smoke" and "Lucky Rick" ads—followed at some distance by "Critique"— were most memorable. These ads were in the most recent 13-week flights at the point of the survey interview, so this may to some extent reflect the recency of exposure to the ad. The ads in the first 13-week flight were the least frequently recalled, which reinforces the interpretation that unaided recall reflects recency of exposure as much as, if not more than, the impression that the ad made.

Of all Idaho teens, 20.9% identified one of the ESD/ITPCP radio ads in unaided recall, and 19.3% identified only ESD/ITPCP ads. Using unaided recall as a basis for comparison with other antitobacco radio ads, the radio ad component of the 2002 Tobacco Counter Marketing Program represents 41.4% of overall unprompted ad awareness. The ESD/ITPCP campaign ads were the only ones recalled by 38.2% of teens who recalled any antitobacco ads. Thus, the 2002 radio ad component can be said to account for roughly 40% of the impact of all antitobacco radio ads running in Idaho during the same period.

Though only 8.6% of Idaho teens recalled hearing the “When You Smoke” ad unprompted, 58.6% said they heard the ad at least once when it was described to them. Of those teens that recalled hearing that ad, 89.4% agreed that it was convincing, 87.7% agreed that it raised their awareness of the risks of smoking tobacco, and 82.3% agreed that it made them less likely to try or use tobacco. However, roughly one in three (32.6%) teens that heard the ad agreed that it exaggerated the problem.

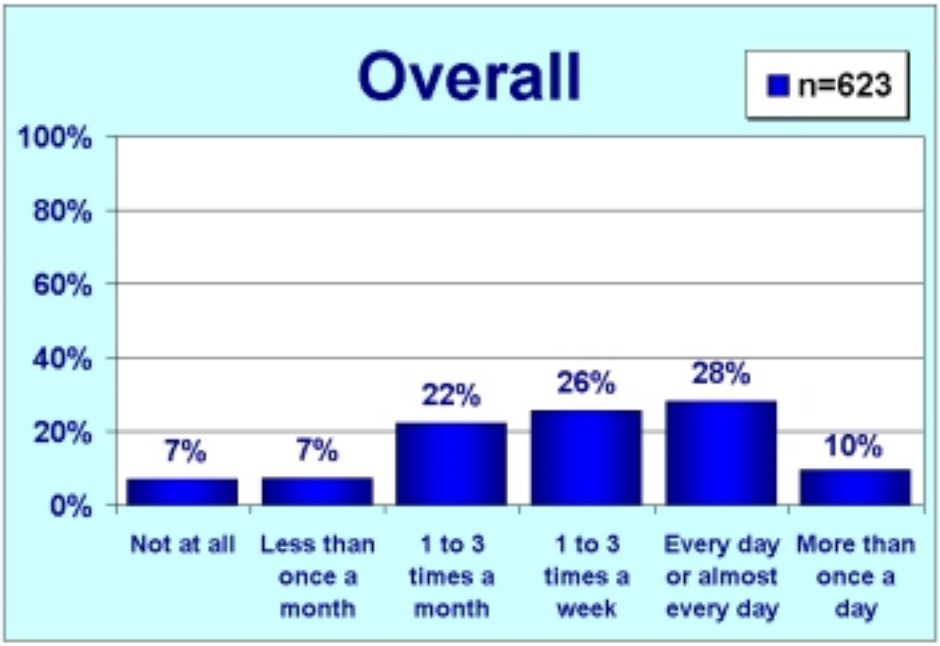
Girls reported having heard the “When You Smoke” ad more than boys did, and older teens reported hearing it more frequently than younger teens. Both patterns reflect the demographic patterns related to radio listening in general. Agreement with the messages in the ad was stronger for older teens, which may reflect design features more suited to the higher end of the age scale in the target population.

Although all media markets in Idaho received the same level of exposure to the ESD/ITPCP radio ad campaign, teens in the northern and southwestern media markets showed higher levels of unaided recall than those in the southwestern media market. Teens 14 and older were more likely to recall one of the ESD/ITPCP ads than the youngest teens, and unaided recall for the campaign radio ads was highest for 9th graders.

Have Seen a Television Ad About Risks of Tobacco

Teens were asked how frequently they had seen a TV commercial or ad telling them about the risks of smoking and tobacco over the past 12 months. The results for this item are shown in Figure 40.

Figure 40: Frequency Seeing TV Ad



Q270: Over the past 12 months, how frequently have you seen a TV commercial or ad telling you about the risks of smoking and tobacco?
Base: All teens

Demographic Item Significance Tests ($p<.05$)

- Teens in the southwestern market area showed a higher frequency of seeing a TV ad about the risks of smoking than teens in the northern market area.
- Age, teen's sex, and grade in school were not associated with the frequency that a teen had seen a TV ad about the risks of tobacco.

Unaided Recall of Television Ads

The questionnaire next asked those teens who had seen a TV ad about the risk of tobacco over the past 12 months to describe up to three of those ads. Interviewers coded the responses into the ESD/ITPCP ad list and recorded the responses verbatim for ads that did were not on the list. The results are shown in Table 20. Because respondents could mention more than one ad, the total number of responses is greater than the number of teens in the sample.

Table 20: Unaided Recall of Television Ads (Recoded)

Advertisement	Frequency	Percent of Responses	Percent of Cases
Ratman (Infect Truth)	101	15.2	20.0
Squadron (Infect Truth)	54	8.2	10.8
Surgery	***53***	***8.0***	***10.5***
Other	53	8.0	10.5
Infect Truth ad (general)	46	6.9	9.1
Doorhanger (Infect Truth)	31	4.7	6.2
Body Bags (American Legacy Foundation)	28	4.2	5.6
Dog Walker (Infect Truth)	24	3.6	4.7
Baseball English	***20***	***3.1***	***4.0***
Otolaryngologist	***20***	***3.0***	***4.0***
Smoking Through Her Throat	19	2.9	3.8
Doesn't Kill	***18***	***2.8***	***3.6***
Safe Alternative	***17***	***2.5***	***3.3***
Cigarette smoke ingredients (general)	13	2.0	2.6
Teen refuses cigarette	11	1.7	2.2
Grounded (Anti-Drug)	10	1.5	1.9
Careful Tim	***9***	***1.4***	***1.8***
Ammoniade (Infect Truth)	9	1.3	1.8
Parents talk to kids	9	1.4	1.8
Anti-Drug, sports	8	1.1	1.5
Urinal (Infect Truth)	7	1.1	1.4
Kids say 'Don't smoke'	7	1.1	1.4
Pregnant woman & billboard (CDC)	7	1.1	1.5
Building	***6***	***0.9***	***1.1***
Guy/girl turns off girl/guy by smoking at party (fish head)	6	0.9	1.2
Grapes	***5***	***0.8***	***1.0***
Little girl talks about her mom	5	0.8	1.1
Teens on sidewalk/at school	5	0.8	1.0
Older brother sets example	5	0.7	0.9
Smoking in garage	5	0.8	1.0
Marlboro, Surgeon General's Warning, cowboys	5	0.7	1.0
Horses, body bags, cowboys (Truth)	4	0.7	0.9
Damaged health/organs	4	0.6	0.8
Jar	***3***	***0.4***	***0.6***
Baby Invasion (Infect Truth)	3	0.5	0.6
Cigarettes are good (joke)	3	0.5	0.6
Drug money supports terrorism (Anti-Drug)	3	0.5	0.6
46 Years Old	***2***	***0.3***	***0.4***
Baby Alone (Infect Truth)	2	0.3	0.4
Rick Bender ad (general)	***2***	***0.3***	***0.4***
Camel	2	0.3	0.3
Piercing Parlor (Lorillard Tobacco Company)	2	0.3	0.4
Cleaning buildup on artery	2	0.3	0.5
Animals smoke	2	0.3	0.4
Cigarette in ear (The More You Know, NBC)	2	0.3	0.4
Follows smoke into smoker's lungs	2	0.3	0.4
Roadside Memorial (Infect Truth)	1	0.2	0.3
Calms stress but kills (telephone)	1	0.2	0.2
Tobacco is Whacko	1	0.2	0.2
Breathe	1	0.1	0.2
Chewing tobacco	1	0.2	0.3
Emergency Room	***0***	***0.1***	***0.1***
Total responses	664	100.0	131.5

125 missing cases; 505 valid cases

Q275: Please describe one of the anti-tobacco TV ads you have seen over the past 12 months.
Base: Teens that had seen a TV ad about tobacco over past 12 months

Interviewers collected the unaided recall information by not prompting for (describing) specific television ads. They coded the respondents' open-ended answers as matching one of the eleven ESD/ITPCP television ads or as "other." For "other" ads, the interviewers typed the open-ended responses verbatim into a text field. During data cleaning following data collection, analysts reviewed the open-ended responses. If any were found that apparently matched one of the ESD/ITPCP ads, they were recoded as the response category value that corresponded to that ad. ESD staff reviewed the recoding of open-ended responses for completeness and accuracy. Table 20 shows the distribution of ad mentions after recoding.

Recoding decisions may introduce error into the measurement insofar as an ad described by respondents and typed verbatim by interviewers appeared to indicate one of the ESD/ITPCP ads but was, in fact, not the ad the respondent had in mind. Therefore, the likely rate of unaided recall for a given ESD/ITPCP ad is somewhere between the unrecoded rate and the recoded rate. Table 21 shows the unrecoded and recoded rates of unaided recall for each ESD/ITPCP ad, which may be interpreted as lower and upper bounds of the point estimate of unaided recall rate, not considering sampling error.

Table 21: Unrecoded and Recoded Unaided Recall of Television Ads

	Unrecoded			Recoded		
Advertisement	Frequency	Percent of Responses	Percent of Cases	Frequency	Percent of Responses	Percent of Cases
Surgery	53	9.0	10.4	53	8.0	10.5
Baseball English	22	3.7	4.3	20	3.1	4.0
Otolaryngologist	20	3.4	4.0	20	3.0	4.0
Doesn't Kill	17	3.0	3.4	18	2.8	3.6
Safe Alternative	17	2.8	3.3	17	2.5	3.3
Careful Tim	10	1.7	2.0	9	1.4	1.8
Building	6	1.0	1.1	6	0.9	1.1
Grapes	5	0.9	1.0	5	0.8	1.0
Jar	4	0.7	0.8	3	0.4	0.6
46 Years Old	2	0.3	0.4	2	0.3	0.4
Emergency Room	0	0.1	0.1	0	0.1	0.1

Though recoding usually increases the frequency counts for existing categories, the recoded frequencies and percentages are in some cases lower than in the unrecoded data. This results from a couple of causes. First, the denominator from which the percentages are calculated may increase because multiple ads were described in the open-ended responses and are subsequently counted as individual ads. In addition, the cases weight sums may round down instead of up when the new ad mentions are included.

Because the unaided recall counts for most of the ESD/ITPCP television ads were small, the ability to analyze demographic differences was limited. Table 22 lists the significant demographic differences that were detectable by chi-square tests for mentioning individual ESD/ITPCP ads, mentioning any ESD/ITPCP ad, and mentioning any antitobacco television ad.

Table 22: Significance Test Results for Unaided Recall of Television Ads

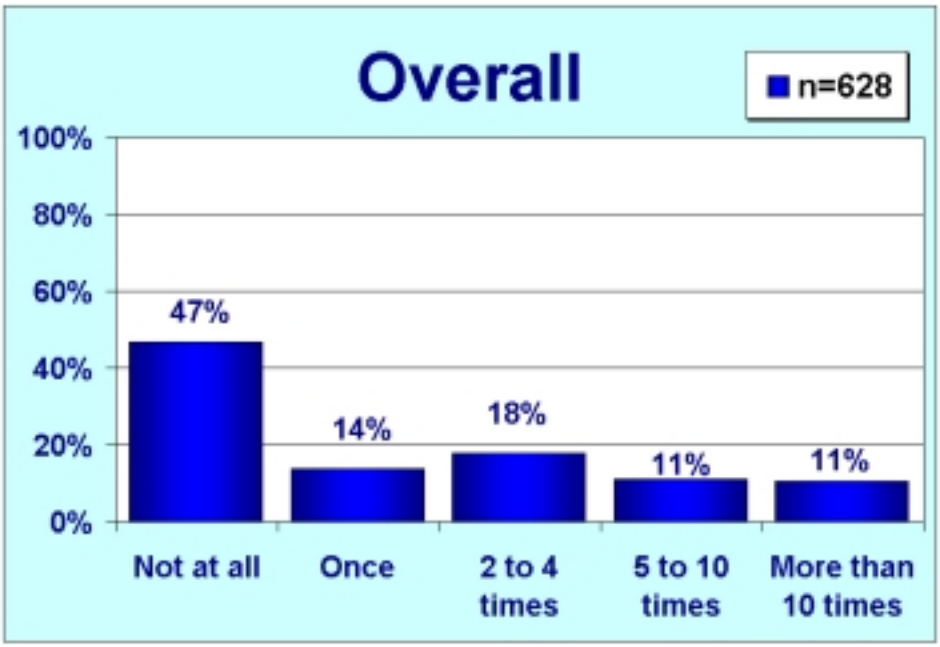
Advertisement	Overall %[a]	Significant Difference(s)
Surgery	8.5	Teens in 9th and 10th grades had higher than average rates of mentioning the ad (15.4% and 10.6%, respectively)
Baseball English	3.3	No significant differences
Otolaryngologist	3.2	Unaided recall rates were highest in the northern market area, close to the overall average in the southeastern market area, and lowest in the southwestern market area (7.6%, 3.4%, and 1.2%, respectively) Teens aged 15 and younger were more likely than older teens to mention the ad (4.3% for 12- and 13-year-olds, 4.7% for 14- and 15-year-olds, and 0.9% for 16- and 17-year-olds)
Doesn't Kill	2.9	No significant differences
Safe Alternative	2.7	14- and 15-year-olds mentioned the ad more frequently than younger and older teens (5.2%, 1.6%, and 1.3%, respectively) Boys were more likely to mention the ad than girls (4.0% and 1.0%, respectively)
Careful Tim	1.5	No significant differences
Building	0.9	No significant differences
Grapes	0.8	No significant differences
Jar	0.5	No significant differences
46 Years Old	0.3	No significant differences
Emergency Room	0.1	No significant differences
Only an ESD Ad	12.4	Unaided recall rates were higher in the southeastern and northern market areas than in the southwestern market area (16.8%, 15.1%, and 6.2%, respectively) Teens aged 15 and younger were more likely than older teens to mention having seen only an ESD/ITPCP ad (15.4% for 12- and 13-year-olds, 14.2% for 14- and 15-year-olds, and 8.0% for 16- and 17-year-olds)
Any ESD/ITPCP Ad	19.1	Unaided recall rates were higher in the southeastern and northern market areas than in the southwestern market area (23.7%, 21.8%, and 12.8%, respectively)
Any Antitobacco Ad	80.9	Up to 9th grade, the higher the teen's grade, the more likely they were to recall an antitobacco ad. From 9th grade and up, unaided recall was generally flat (at about 84.4%)

[a] Overall percentage of teens who mentioned a specific ad in unaided recall. Denominator includes teens that said they did not see any antitobacco television ads in the last 12 months.

How Often Seen "Surgery" Ad

Interviewers described for teens the "Surgery" TV ad and asked several questions about it. The first question asked how many times the teen had heard the ad over the past 12 months. The results for that item are shown in Figure 41.

Figure 41: How Often Seen "Surgery" TV Ad



Q280: Over the past 12 months, how many times have you seen this ad?
Base: All teens

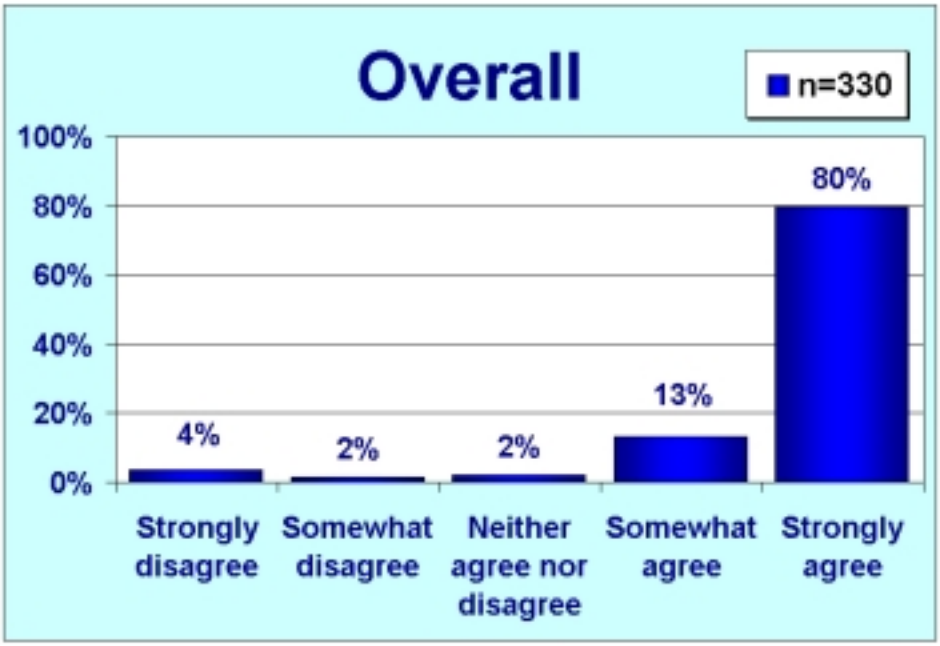
Demographic Item Significance Tests ($p<.05$)

- Teens in the southwestern market area showed a higher frequency of seeing the "Surgery" TV ad than teens in the northern market area did.
- Age, teen's sex, and grade in school were not associated with the frequency that a teen had seen the "Surgery" TV ad.

Convincing Nature of "Surgery" Ad

Next, teens who had seen the "Surgery" TV ad in the last 12 months were asked to agree or disagree with a series of questions about it. The first question posed the statement that the ad was convincing. The results for this item are shown in Figure 42.

Figure 42: "Surgery" Ad Was Convincing



Q285: This ad was convincing.
Base: Teens who had heard "Surgery" ad in past 12 months

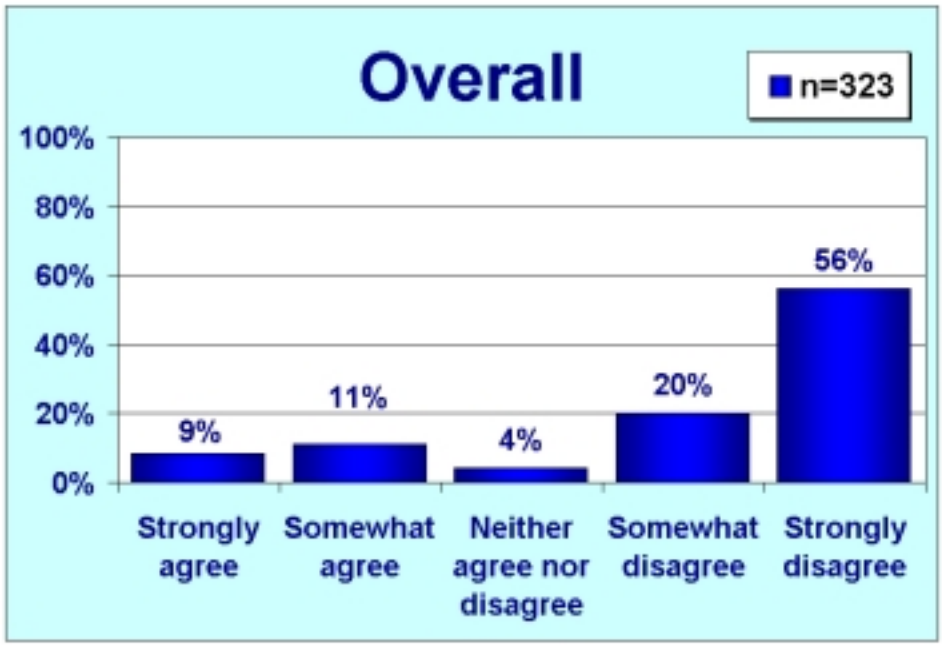
Demographic Item Significance Tests ($p<.05$)

- Neither market area, age, nor teen's sex was associated with agreement or disagreement that the "Surgery" ad was convincing.
- Teens in 6th grade or lower grades were less likely to agree that the ad was convincing than teens in all higher grades were.

Exaggeration in "Surgery" Ad

Teens were next asked to agree or disagree with the statement that the "Surgery" TV ad exaggerated the problem. The results for this item are shown in Figure 43.

Figure 43: "Surgery" Ad Exaggerated the Problem



Q290: This ad exaggerated the problem.
Base: Teens who had heard "Surgery" ad in past 12 months

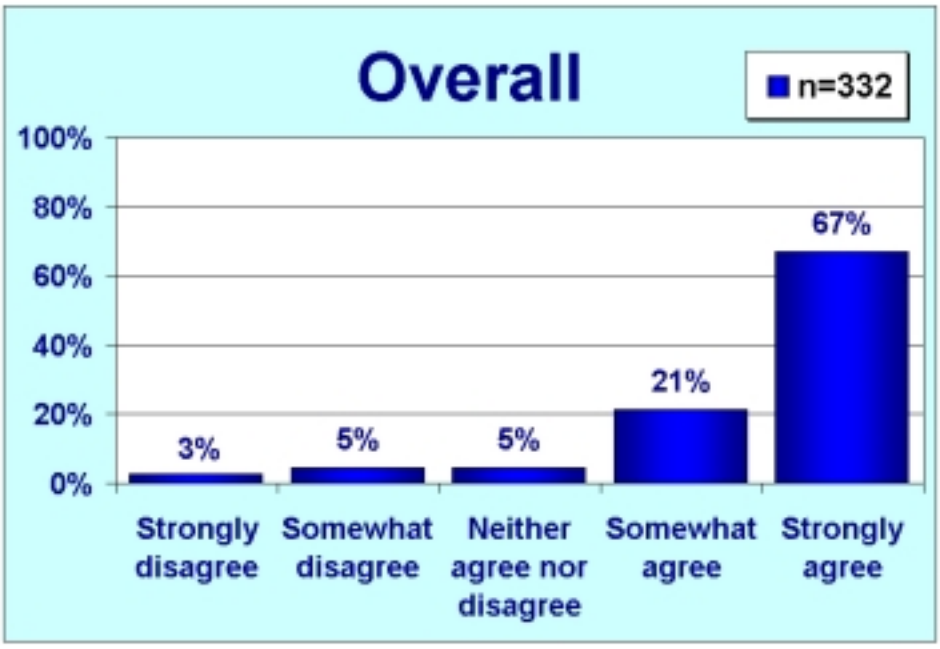
Demographic Item Significance Tests (*p*<.05)

- Teens' agreement about whether the "Surgery" TV ad exaggerated the problem was not associated with market area or teen's sex.
- The older the teen, and the higher the teen's grade in school, the more strongly they disagreed that the ad exaggerated the problem.

Awareness Raised by "Surgery" Ad

Interviewers next asked teens who had seen the "Surgery" TV ad in the past 12 months to agree or disagree that the ad made them more aware of the risks of smoking and tobacco. The results for this item are shown in Figure 44.

Figure 44: "Surgery" Ad Raised Awareness



Q295: This ad made me more aware of the risks of tobacco use.
Base: Teens who had heard "Surgery" ad in past 12 months

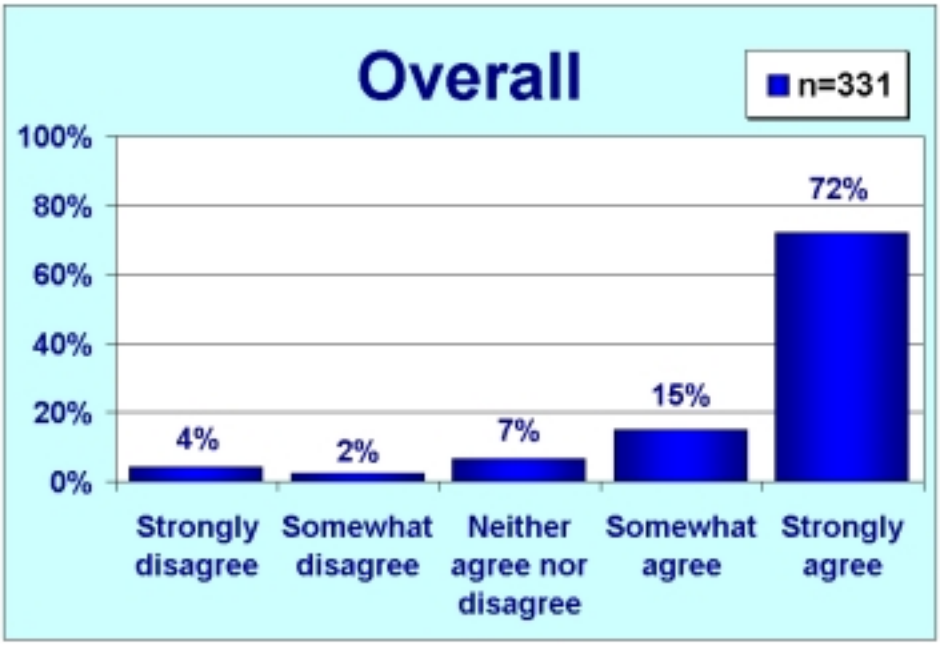
Demographic Item Significance Tests ($p<.05$)

- A teen's likelihood of agreeing that the "Surgery" ad made them more aware of the risks of tobacco was not associated with market area or teen's sex.
- The older the teen, and the higher the teen's grade in school, the less likely they were to agree that the ad made them more aware of the risks of tobacco.

"Surgery" Ad Discouraged Tobacco Use

The last question about the "Surgery" ad was whether the teen agreed that it made them less likely to try or use tobacco. The results for this item are shown in Figure 45.

Figure 45: "Surgery" Ad Discouraged Tobacco Use



Q300: This ad made me less likely to try or use tobacco.
Base: Teens who had heard "Surgery" ad in past 12 months

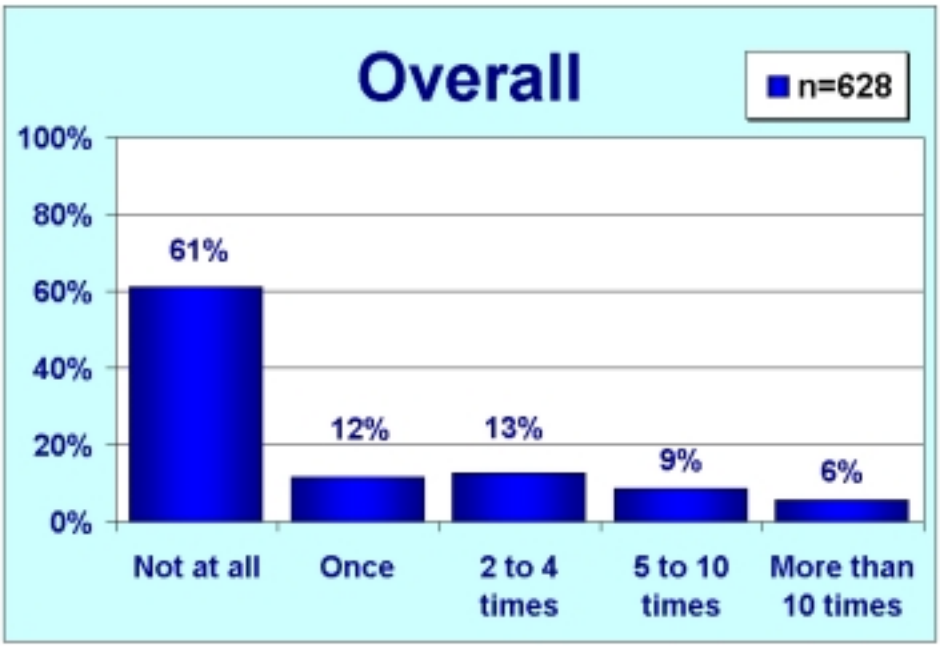
Demographic Item Significance Tests (*p*<.05)

- A teen's likelihood of agreeing that the "Surgery" ad made them less likely to try or use tobacco was not associated with market area or teen's sex.
- The older the teen, and the higher the teen's grade in school, the less strongly they agreed that the ad made them less likely to try or use tobacco.

How Often Seen “Baseball English” Ad

Interviewers described for teens the “Baseball English” TV ad and asked several questions about it. The first question asked how many times the teen had heard the ad over the past 12 months. The results for that item are shown in Figure 46.

Figure 46: How Often Seen "Baseball English" TV Ad



Q305: Over the past 12 months, how many times have you seen this ad?
Base: All teens

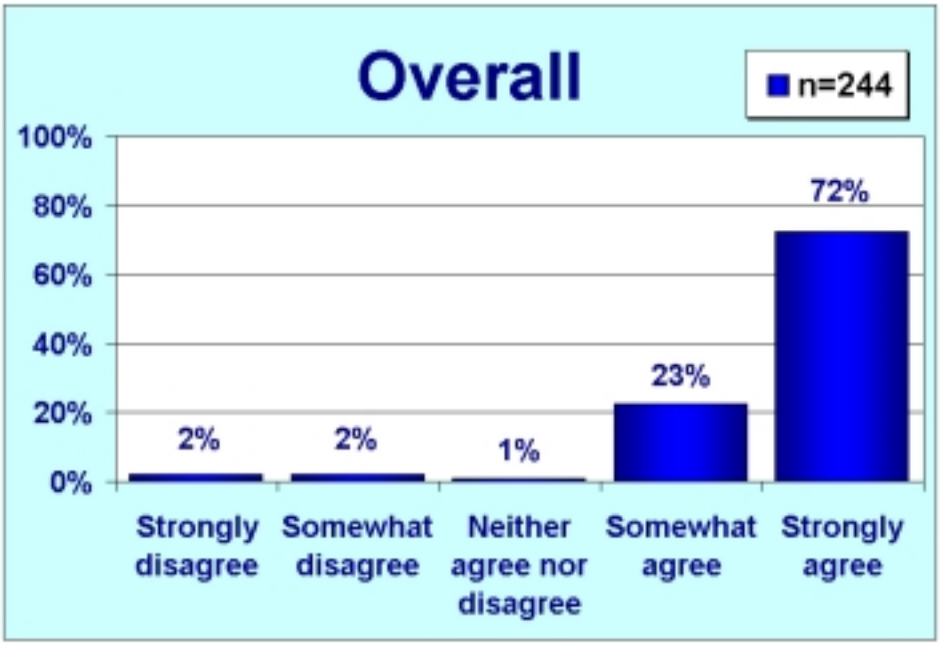
Demographic Item Significance Tests (*p*<.05)

- Teens in the southwestern market area showed a higher frequency of seeing the “Baseball English” TV ad than teens in the northern market area did.
- Age, teen’s sex, and grade in school were not associated with the frequency that a teen had seen the “Baseball English” TV ad.

Convincing Nature of "Baseball English" Ad

Next, teens who had seen the "Baseball English" TV ad in the last 12 months were asked to agree or disagree with a series of questions about it. The first question posed the statement that the ad was convincing. The results for this item are shown in Figure 47.

Figure 47: "Baseball English" Ad Was Convincing



Q310: This ad was convincing.
Base: Teens who had heard "Baseball English" ad in past 12 months

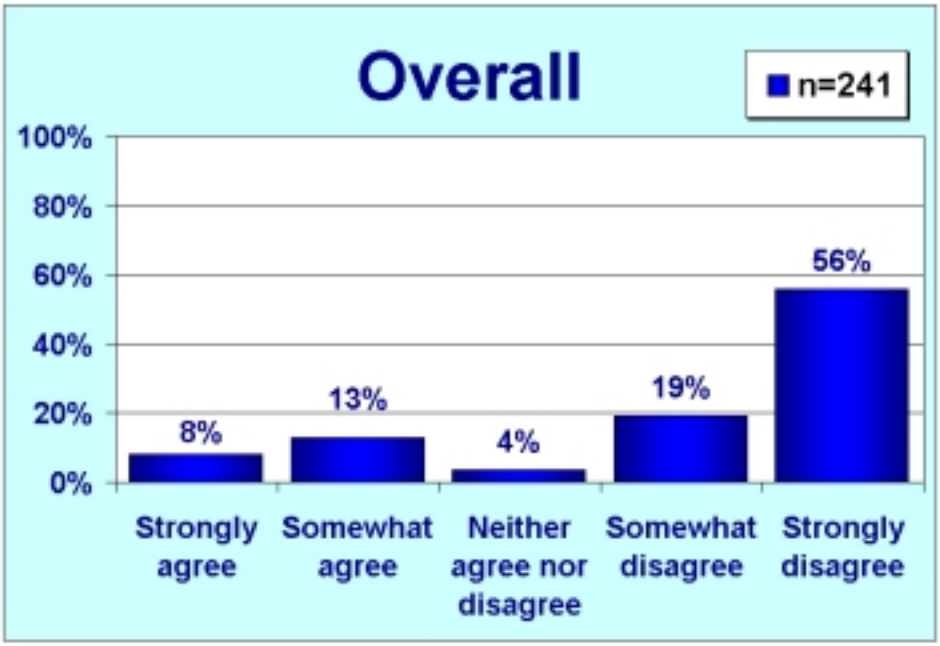
Demographic Item Significance Tests ($p<.05$)

- Neither market area, age, teen's sex, nor grade in school was associated with agreement or disagreement that the "Baseball English" ad was convincing.

Exaggeration in “Baseball English” Ad

Teens were next asked to agree or disagree with the statement that the “Baseball English” TV ad exaggerated the problem. The results for this item are shown in Figure 48.

Figure 48: "Baseball English" Ad Exaggerated the Problem



Q315: This ad exaggerated the problem.
Base: Teens who had heard “Baseball English” ad in past 12 months

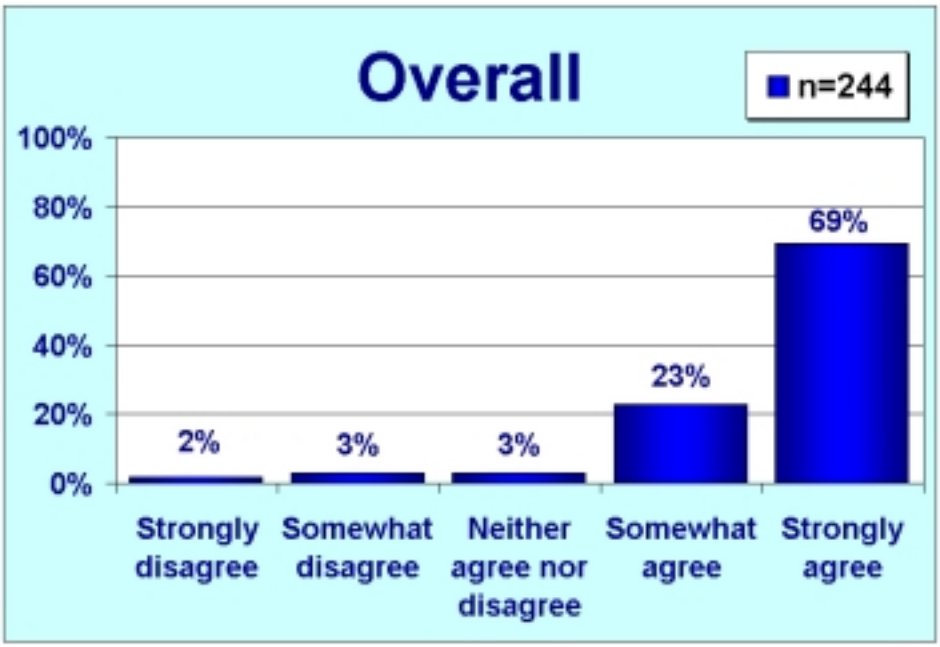
Demographic Item Significance Tests (*p*<.05)

- Teens’ agreement about whether the “Baseball English” TV ad exaggerated the problem was not associated with market area or teen’s sex.
- The older the teen, and the higher the teen’s grade in school, the more strongly they disagreed that the ad exaggerated the problem.

Awareness Raised by “Baseball English” Ad

Interviewers next asked teens who had seen the “Baseball English” TV ad in the past 12 months to agree or disagree that the ad made them more aware of the risks of smoking and tobacco. The results for this item are shown in Figure 49.

Figure 49: "Baseball English" Ad Raised Awareness



Q320: This ad made me more aware of the risks of smoking and tobacco.
Base: Teens who had heard “Baseball English” ad in past 12 months

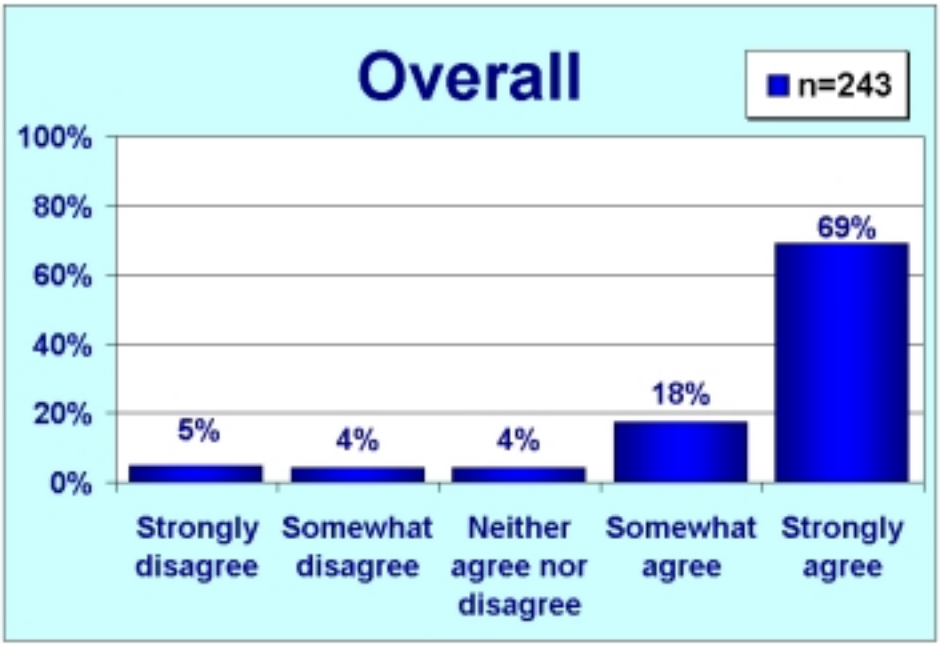
Demographic Item Significance Tests (*p*<.05)

- A teen’s likelihood of agreeing that the “Baseball English” ad made them more aware of the risks of tobacco was not associated with market area, age, teen’s sex, or grade in school.

"Baseball English" Ad Discouraged Tobacco Use

The last question about the "Baseball English" ad was whether the teen agreed that it made them less likely to try or use tobacco. The results for this item are shown in Figure 50.

Figure 50: "Baseball English" Ad Discouraged Tobacco Use



Q325: This ad made me less likely to try or use tobacco.
Base: Teens who had heard "Baseball English" ad in past 12 months

Demographic Item Significance Tests ($p<.05$)

- A teen's likelihood of agreeing that the "Baseball English" ad made them less likely to try or use tobacco was not associated with market area, age, teen's sex, or grade in school.

Discussion of Television Media Ads

The television media component of the 2002 Tobacco Counter Marketing Program involved eleven ads targeted to teens in Idaho aged 12 through 17. These were scheduled to run during FY 2002 as shown in Table 23.

Table 23: Teen Television Ad Schedule

13-Week Flight	Television Ads	Dates
Flight 1	46 Years Old	Week of August 27, 2001
	Emergency Room	Week of September 10, 2001
	Building	Week of September 24, 2001
	Jar	
Flight 2	Careful Tim	Week of December 3, 2001
	Baseball English	Week of December 10, 2001
	Otolaryngologist	Week of January 14, 2002
		Week of January 28, 2002
		Week of February 11, 2002
Flight 3	Surgery	Week of April 15, 2002
	Safe Alternative	Week of April 29, 2002
	Grapes	Week of May 13, 2002
	Doesn't Kill	

The estimated reach for the teen television media component was 89% for television and 40% for cable. All markets in Idaho received the same level of exposure to the ads on cable television, but the 5-county Panhandle area received about 50% of the television exposure that other Idaho media markets did. Overall, 92.9% of Idaho teens said they had heard an antitobacco radio ad over the past 12 months with a frequency of more than "none at all," and 80.9% described a specific antitobacco television ad they had seen during the past 12 months.

Of the television ads that were a part of the campaign, the "Surgery" ad was the most memorable. "Baseball English," "Otolaryngologist," "Doesn't Kill," and "Safe Alternative" were the next more frequently mentioned ad. These ads were in the most recent 13-week flights at the point of the survey interview, so this may to some extent reflect the recency of exposure to the ad. The ads in the first 13-week flight were the least frequently recalled, which reinforces the interpretation that unaided recall reflects recency of exposure as much as, if not more than, the impression that the ad made.

Of all Idaho teens, 19.1% identified one of the ESD/ITPCP television ads in unaided recall, and 12.4% identified only ESD/ITPCP ads. Using unaided recall as a basis for comparison with other antitobacco television ads, the television ad component of the 2002 Tobacco Counter Marketing Program represents 23.7% of overall unprompted ad awareness. The ESD/ITPCP campaign ads were the only ones recalled by 15.3% of teens who recalled any antitobacco ads. Thus, the 2002 television ad component can

be said to account for roughly 20% of the impact of all antitobacco television ads running in Idaho during the same period.

Though only 8.5% of Idaho teens recalled seeing the “Surgery” ad unprompted, 53.2% said they had seen the ad at least once when it was described to them. Of those teens that recalled seeing that ad, 92.7% agreed that it was convincing, 88.1% agreed that it raised their awareness of the risks of smoking tobacco, and 86.9% agreed that it made them less likely to try or use tobacco. However, one in five (19.6%) teens that heard the ad agreed that it exaggerated the problem.

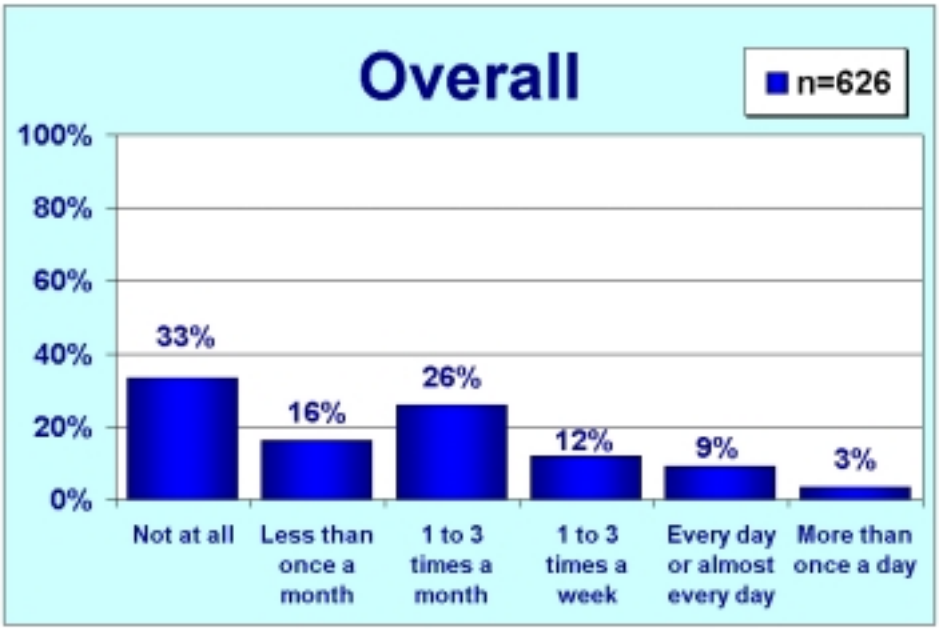
Older teens agreed more strongly than younger teens did that the “Surgery” ad was convincing, and they disagreed more strongly that the ad exaggerated the problem. However, younger teens were more likely than older teens to agree that the ad raised their awareness of the risks of tobacco and that it made them less likely to try or use it.

Although all media markets in Idaho received the same level of exposure to the ESD/ITPCP television ad campaign (except the Panhandle area, which received less), teens in the southwestern media markets showed a lower level unaided recall than those in other areas in the state.

Saw Billboard about Risks of Tobacco

Teens were asked how frequently they had seen a billboard telling them about the risks of smoking and tobacco over the past 12 months. The results for this item are shown in Figure 51.

Figure 51: Frequency Seeing Billboard



Q330: Over the past 12 months, how frequently have you seen a billboard telling you about the risks of smoking and tobacco?
Base: All teens

Demographic Item Significance Tests ($p<.05$)

- Teens in the southwestern market area showed a higher frequency of seeing a billboard about the risks of smoking than teens in the northern market area did.
- Boys reported a higher frequency of seeing a billboard about the risks of tobacco than girls did.
- Age and grade in school were not associated with the frequency that a teen had seen a billboard about the risks of tobacco.

Unaided Recall of Billboards

The questionnaire next asked those teens who had seen a billboard about the risk of tobacco over the past 12 months to describe up to three of those ads. Interviewers coded the responses into the ESD/ITPCP ad list and recorded the responses verbatim for ads that did were not on the list. The results are shown in Table 24. Because respondents could mention more than one ad, the total number of responses is greater than the number of teens in the sample.

Table 24: Unaided Recall of Billboards

Advertisement	Frequency	Percent of Responses	Percent of Cases
Chemotherapy Scares Me, Scout	***85***	***24.8***	***29.3***
Half Off	***63***	***18.5***	***21.8***
Other	42	12.2	14.4
I Really Need to Quit	***24***	***6.9***	***8.2***
I Love You Mom … Hate Your Smoke	***16***	***4.7***	***5.5***
Infect Truth ad (general)	16	4.8	5.7
I Miss My Lung, Bob	15	4.5	5.3
No smoking symbol	11	3.2	3.8
Bob, I've got emphysema	10	3.0	3.6
Surgeon General's Warning	8	2.3	2.7
Mind If I Smoke	7	2.1	2.5
Probably a TV ad	6	1.7	2.1
Diseased organs and mouth	6	1.8	2.2
Tobacco is Whacko	6	1.8	2.1
Smoking Through Her Throat	5	1.5	1.7
Cigarette chemicals	5	1.5	1.8
Anti-Drug	3	0.9	1.0
Man with hole in throat	3	0.9	1.0
Pregnant woman	3	0.8	0.9
Casualty count	2	0.6	0.7
Camel	2	0.6	0.7
Woman and baby	1	0.4	0.5
Animals with cigarettes	1	0.4	0.5
Total responses	341	100.0	117.9

341 missing cases; 289 valid cases

Q335: Please describe one of the anti-tobacco billboards you have seen over the past 12 months.
Base: Teens that had seen a billboard about tobacco over past 12 months

Interviewers collected the unaided recall information by not prompting for (describing) specific ads. They coded the respondents' open-ended answers as matching one of the four ESD/ITPCP billboards or as "other." For "other" billboards, the interviewers typed the open-ended responses verbatim into a text field. During data cleaning following data collection, analysts reviewed the open-ended responses. If any were found that

apparently matched one of the ESD/ITPCP ads, they were recoded as the response category value that corresponded to that ad. ESD staff reviewed the recoding of open-ended responses for completeness and accuracy. Table 24 shows the distribution of ad mentions after recoding.

Recoding decisions may introduce error into the measurement insofar as an ad described by respondents and typed verbatim by interviewers appeared to indicate one of the ESD/ITPCP ads but was, in fact, not the ad the respondent had in mind. Therefore, the likely rate of unaided recall for a given ESD/ITPCP ad is somewhere between the unrecoded rate and the recoded rate. Table 25 shows the unrecoded and recoded rates of unaided recall for each ESD/ITPCP ad, which may be interpreted as lower and upper bounds of the point estimate of unaided recall rate, not considering sampling error.

Table 25: Unrecoded and Recoded Unaided Recall of Billboards

	Unrecoded			Recoded		
Advertisement	**Frequency**	**Percent of Responses**	**Percent of Cases**	**Frequency**	**Percent of Responses**	**Percent of Cases**
Chemotherapy Scares Me, Scout	85	25.4	29.4	85	24.8	29.3
Half Off	54	16.2	18.7	63	18.5	21.8
I Really Need to Quit	24	7.1	8.2	24	6.9	8.2
I Love You Mom … Hate Your Smoke	16	4.8	5.5	16	4.7	5.5

Though recoding usually increases the frequency counts for existing categories, the recoded frequencies and percentages are in some cases lower than in the unrecoded data. This results from a couple of causes. First, the denominator from which the percentages are calculated may increase because multiple ads were described in the open-ended responses and are subsequently counted as individual ads. In addition, the cases weight sums may round down instead of up when the new ad mentions are included.

Because the unaided recall counts for most of the ESD/ITPCP billboards were small, the ability to analyze demographic differences was limited. Table 26 lists the significant demographic differences that were detectable by chi-square tests for mentioning individual ESD/ITPCP ads, mentioning any ESD/ITPCP ad, and mentioning any antitobacco billboard.

Table 26: Significance Test Results for Unaided Recall of Billboards

Advertisement	Overall %[a]	Significant Difference(s)
Chemotherapy Scares Me, Scout	13.5	Unaided recall rates were higher in the northern and southwestern market areas than in the southeastern market area (19.8%, 16.9%, and 7.6%, respectively) 14- and 17-year-olds had the highest unaided recall rates for this ad (21.2% and 20.0%, respectively). 16-year-olds had the lowest rate (8.2%).
Half Off	10.1	Unaided recall rates were higher in the southwestern market area than in the southeastern and northern market areas (15.6%, 8.0%, and 3.3%, respectively)
I Really Need to Quit	3.8	No significant differences
I Love You Mom … Hate Your Smoke	2.5	No significant differences
Only ESD/ITPCP Ad	22.6	Unaided recall rates were higher in the southwestern market area than in the northern and southeastern market areas (30.6%, 18.2%, and 17.2%, respectively) Teens in the 8th and 9th grades showed the highest rates of mentioning only ESD/ITPCP ads (29.4% and 29.3%, respectively). Those in 6th grade or less and those in the 10th grade had the lowest rates (14.8% and 15.8%, respectively)
Any ESD/ITPCP Ad	25.4	Unaided recall rates of any ESD/ITPCP ad were higher in the southwestern market area than in the northern and southeastern market areas (34.2%, 24.0%, and 17.9%, respectively) 14- and 17-year-olds showed the highest unaided recall rates compared with other ages (35.1% and 31.6%, respectively. 16-year-olds had the lowest rate (19.0%)
Any Antitobacco Ad	46.2	Unaided recall rates of any antitobacco ad were higher in the southwestern market area than in the northern and southeastern market areas (53.3.0%, 47.9%, and 38.9%, respectively)

[a] Overall percentage of teens who mentioned a specific ad in unaided recall. Denominator includes teens that said they did not see any antitobacco billboards in the last 12 months.

Discussion of Billboard Media Ads

The billboard media component of the 2002 Tobacco Counter Marketing Program involved four ads targeted to adults in Idaho. Though these were targeted to adults, ESD and ITPCP staff were interested to discover the extent to which these billboard messages impacted teens. The billboard ads were scheduled to run during FY 2002 as shown in Table 27.

Table 27: Adult Billboard Ad Schedule

13-Week Flight	Billboard Ads	Dates
Flight 1	Chemotherapy Scares Me, Scout I Love You Mom … Hate Your Smoke	Week of September 17, 2001 through Week of November 19, 2001
Flight 2	—	—
Flight 3	I Really Need to Quit Half Off	Week of March 11, 2002 through Week of May 13, 2002

The estimated reach for the billboard media component was 85%. All markets in Idaho received the same level of exposure to the ads on cable television, but the 10 northernmost counties had fewer high-traffic outdoor facings than in other Idaho counties, so exposure may have been weaker there. Overall, 66.6% of Idaho teens said they had seen an antitobacco billboard over the past 12 months with a frequency of more than "none at all," and 46.2% described a specific billboard they had seen during the past 12 months. Of the billboards that were a part of the campaign, the "Chemotherapy Scares Me, Scout" and "Half Off" ads were the most memorable. "Chemotherapy Scares Me, Scout" was run much earlier in the campaign than "Half Off" was, so its top unaided recall rate may speak to the suitability of its design elements for the teen population.

Of all Idaho teens, 25.4% identified one of the ESD/ITPCP billboards in unaided recall, and 22.6% identified only ESD/ITPCP ads. Using unaided recall as a basis for comparison with other antitobacco billboards, the billboard component of the 2002 Tobacco Counter Marketing Program represents 55.0% of overall unprompted ad awareness. The ESD/ITPCP campaign billboards were the only ones recalled by 48.9% of teens who recalled any antitobacco ads. Thus, the 2002 television ad component can be said to account for roughly 50% of the impact of all antitobacco billboards running in Idaho during the same period.

Combined Media Ads

To get a sense of how the three media components of the 2002 Tobacco Counter Marketing Program work together to impact teens, new variables were calculated to indicate three composite measures:

- Did the teen recall any specific antitobacco ad in any medium?
- Did the teen recall any specific ESD/ITPCP antitobacco ad in any medium?
- Did the teen recall only specific ESD/ITPCP antitobacco ads?

The results of the analyses of these new variables are shown in Table 28.

Table 28: Significance Test Results for Unaided Recall of Any Ad

Advertisement	Overall %[a]	Significant Difference(s)
Only ESD/ITPCP Ad	1.7	No significant differences
Any ESD/ITPCP Ad	46.2	Unaided recall rates of any ESD/ITPCP ad were higher in the southwestern market area than in the northern and southeastern market areas (52.9%, 46.3%, and 40.8%, respectively) 14- and 15-year-olds mentioned the ad more frequently than older and younger teens (52.6%, 46.4%, and 39.8%, respectively) Teens in the 9th grade had a higher rate of mentioning an ESD/ITPCP ad, and those in lower or higher grades (61.3%, 43.1%, and 44.1%, respectively)
Any Antitobacco Ad	90.3	No significant differences

[a] Overall percentage of teens who mentioned a specific ad in unaided recall. Denominator includes teens that said they did not see any antitobacco ads in the last 12 months.

The survey results indicate that 9 out of 10 teens recalled having seen or heard at least one specific antitobacco ad—on the radio, on television, or on a billboard—in the last 12 months. About half of those teens recalled having seen or heard at least one specific ad that was part of the 2002 Tobacco Counter Marketing Program. With all media channels taken together, very few teens (1.7%) recalled only ESD/ITPCP ads.

Analyzing media separately, the ESD/ITPCP ads had varying relative impact, with unaided recall rates rising as one moves from television to radio to billboards. Considering the combination of the three media, the ESD/ITPCP counter marketing program made a substantial contribution to the antitobacco message systems in Idaho radio, television, and billboard ads during FY 2002. Through ads with consistent and reinforcing content, redundancy is an important feature of mass media ad campaigns to reinforce the impact of antitobacco message systems on the attitudes and behavior of teens. Though it affected only a small percentage of teens as the single source of media messages, the ESD/ITPCP media campaign added significantly to the redundancy of antitobacco message systems targeted to teens that were operating in Idaho during FY 2002.

The 2002 ESD/ITPCP Tobacco Counter Marketing Program strategy did not specify that it would try to reach specific demographic subpopulations of teens with more intensity than others through its radio, television, or billboard messages. In mass media advertising, however, it is not common for any single media ad campaign to have a uniform effect, particularly when the target audience is defined across a range of ages and physical space. Using unaided recall as a measure, the effect of the media ad campaign appears to have been conditioned by geography, age, and grade in school. Teens living in the southwestern market area had the highest unaided recall rate, whereas the rate in the southwestern market area was the lowest. Teens aged 14 or 15, and teens in the 9th grade—these characteristics refer more or less to the same group—also had higher unaided recall rates than other teens. The most likely determinants of these differences would be the schedule according to which the ads were run and the degree to which the specific design features of the ads themselves engaged certain teen subpopulations more than others.

Media Ad Campaign and Talking about Tobacco

One of the goals of the 2002 Tobacco Counter Marketing Program is to promote the discussion of tobacco among Idaho teens. Is there a detectable association between teens' recall of ads and whether or not they talked with someone about tobacco? Two items discussed earlier in this report measured aspects of talk about tobacco:

- In the last 6 months, about how often did you talk with anyone about smoking or tobacco? (Q186)
- Would you say your talk was mostly negative about tobacco, mostly positive about tobacco, or neutral about it? (Q191)

The distributions of teens' answers to these questions are shown in Figure 31 and Figure 32, respectively.

Ad Recall and Talking with Others about Smoking

A number of significant associations were found between media behavior, ad recall, and the amount of talking with someone that teens had done in the last 6 months.

Media Item Significance Tests ($p<.05$)

- Positively associated with having recalled "Singing Pollution" radio ad (RADIO3)
- Positively associated with having recalled "Lucky Rick" radio ad (RADIO5)
- Positively associated with having recalled any antitobacco radio ad (ANYRADIO)
- Slightly positively associated with number of times heard "When You Smoke" radio ad (Q220M)
- Positively associated with having heard the "When You Smoke" ad more than once (among those who had heard the ad at least once) (Q220C4)
- Positively associated with number of times had seen any antitobacco TV ad (Q270M)
- Positively associated with having recalled "Jar" TV ad (TV11)
- Positively associated with having recalled any antitobacco TV ad (ANY_TV)
- Slightly positively associated with number of times heard "When You Smoke" radio ad (Q220M)
- Positively associated with number of times had seen "Surgery" TV ad (Q280M)
- Positively associated with having recalled any antitobacco billboard (ANY_BB)
- Positively associated with having recalled any antitobacco ad in any medium (ANY_AD)

Summary. The ability to recall any antitobacco ad in any medium (radio, television, or billboard) was associated with a greater frequency in the last 6 months of talking with someone about smoking or tobacco. The ads most associated with talking were "Singing Pollution," "Lucky Rick," and "When You Smoke" on the radio; and "Jar" and "Surgery" on television.

Tobacco behavior and other contextual factors were also associated with talking about smoking and tobacco.

Tobacco Item Significance Tests ($p<.05$)

- Associated with number of attempts quit smoking (Q125T), but not in a linear relationship—those who had tried more than once had talked with someone a significantly greater number of times than those who had tried to quit only once, but not more than those who had not tried to quit at all
- Positively associated with being offered a cigarette (Q155D)
- Positively associated with number of close friends who smoke (Q160M)

Summary. In addition to their media behavior, teens' efforts to quit and their interactions with smokers was related to the frequency with which they have talked with someone about smoking or tobacco.

Contextual Item Significance Tests ($p<.05$)

- Positively associated with participating in clubs (Q065D)

Summary. Of all the activities in which the survey measured teens' participation, only participation in "clubs, activities, and volunteer work" was associated with talking with someone about smoking or tobacco. One reason for this may be that this category, which was the most generally defined of all the activity areas, very likely included groups organized around tobacco cessation and prevention, which would by their nature involve focussed discussion of smoking and tobacco.

Ad Recall and Attitude of Talk about Tobacco

A number of significant associations were found between media behavior, ad recall, and the attitude of the talk in which the teens had engaged in the last 6 months. Here, a "positive" association refers to the likelihood of having a "mostly negative" attitude toward tobacco, and a "negative" association refers to the likelihood of having a "neutral" or "mostly positive" attitude in the teen's talk with others.

Media Item Significance Tests ($p<.05$)

- Negatively associated with daily hours of TV viewing (Q025C)
- Negatively associated with daily hours of radio listening (Q040C)
- Positively associated with having recalled the "5th Guy" radio ad (RADIO2)
- Negatively associated with having recalled the "Just a Pinch" radio ad (RADIO4)
- Positively associated with having recalled the "Look at Me" radio ad (RADIO8)
- Negatively associated with having recalled any ESD/ITPCP radio ad (ESDRADIO)
- Negatively associated with having recalled only ESD/ITPCP radio ads (ESDREXCL)
- Positively associated with agreement that the "When You Smoke" radio ad made the teen less likely to try or use tobacco (Q240M)
- Positively associated with having recalled the "Grapes" TV ad (TV01)
- Positively associated with having recalled the "Surgery" TV ad (TV05)

- Positively associated with having recalled the “Building” TV ad (TV10)
- Positively associated with disagreement that the “Surgery” TV ad exaggerated the problem (Q290M)
- Positively associated with agreement that the “Surgery” TV ad made the teen less likely to try or use tobacco (Q300M)
- Positively associated with disagreement that the “Baseball English” TV ad exaggerated the problem (Q315M)
- Positively associated with agreement that the “Baseball English” TV ad made the teen less likely to try or use tobacco (Q325M)

Summary. A teen’s likelihood of having a mostly negative attitude toward tobacco in their talk with others was associated with fewer hours spent with radio or television, recall of the “5th Guy” and “Look at Me” radio ads, and recall of the “Grapes,” “Surgery,” “Building” television ads. Interestingly, recall of the “Just a Pinch” ad and of any ESD/ITPCP radio ad (either along with other ads or exclusively) was associated with lower likelihood of negative attitude toward tobacco in talk with others. These results suggest mixed effects of the ESD/ITPCP radio ad campaign on the attitude of teen’s talk with others about tobacco. However, recall of non-ESD/ITPCP ads was not associated with a greater than average likelihood of negative and positive attitudes expressed in such talk. Thus, the ESD/ITPCP radio and television ad campaigns at least appear to be uniquely associated with at least some of the negative talk (but also some of the positive or neutral talk) among teens who had seen the ads.

Tobacco Item Significance Tests (*p*<.05)

- Negatively associated with having ever smoked a whole cigarette (Q070D)
- Negatively associated with having ever tried or experimented with cigarette smoking, even one or two puffs (Q075D)
- Positively associated with how much a teen who has never smoked believes their parents would be bothered if the teen were to smoke (Q095T)
- Positively associated with wanting to stop smoking in the next year or so (Q115D)
- Negatively associated with having been offered a cigarette during the past year (Q155D)
- Negatively associated with number of close friends who smoke (Q160M)
- Negatively associated with anyone living in the same household who smokes cigarettes (Q165D)
- Negatively associated with having ever used smokeless tobacco, such as chewing tobacco, snuff, or dip (Q181D)
- Negatively associated with having used smokeless tobacco on at least one day during the past 30 days (Q182C2)
- Positively associated with someone ever having told the teen not to smoke (Q205D)
- Positively associated with having never smoked (SMOKSTAT)
- Positively associated with having never used smokeless tobacco (CHEWSTAT)

Summary. Certain tobacco-related aspects of the teen’s situation were found associated with the attitude of talk with others about tobacco. Greater likelihood of

mostly negative attitude in talk was related to the negative feeling they believe their parents would have if the teen smoked, with wanting to stop smoking, with someone having told the teen not to smoke, with having never smoked, and with having never used smokeless tobacco. The likelihood of having a neutral or mostly positive attitude toward tobacco in talk with others was associated with having smoked or experimented with smoking, having been offered a cigarette, the number of close friends who smoke, living in a household with someone who smokes, having ever used smokeless tobacco (and particularly with recent use).

Contextual Item Significance Tests ($p<.05$)

- Positively associated with participation in performing arts (Q050D)
- Positively associated with participation in organized sports (Q055D)
- Positively associated with participation in religious youth group (Q060D)

Summary. Participation in various organized activities was associated with a greater likelihood of mostly negative attitude expressed in talk with others about tobacco. However, participation in clubs, activities, or volunteer work—which was associated with greater frequency of talking with someone about tobacco—was not similarly associated with a likelihood of expressing a negative attitude toward tobacco in talk.

Media Ad Campaign and Tobacco Behaviors and Attitudes

One of the goals of the 2002 Tobacco Counter Marketing Program is to promote quitting and prevent the initiation of tobacco use among youth in Idaho. Is there a detectable association between teens' recall of ads, their assessment of the relative health risk of smoking and smokeless tobacco, their smoking and smokeless tobacco status, and their stage of change related to smoking and smokeless tobacco use? These items were discussed earlier in this report:

- Smoking Status: Current frequent user, current infrequent user, former user, never used (see Figure 19)
- Stages of Quitting Smoking: Precontemplation, contemplation, preparation, action, maintenance, not a user (see Figure 20)
- Smokeless Tobacco Status: Current frequent user, current infrequent user, former user, never used (see Figure 29)
- Stages of Quitting Smokeless Tobacco Use: Precontemplation, contemplation/-preparation, action/maintenance, not a user (see pattern in Figure 29)
- Would you say that using smokeless tobacco is as bad for a person's health as smoking tobacco, or would you say it's not as bad? (Q184, see Figure 30)

Ad Recall and Smoking Status

A number of significant associations were found between media behavior, ad recall, and the teen's smoking status.

Media Item Significance Tests ($p<.05$)

- Light users of radio were more likely than others to have never smoked, and heavy users of radio were more likely than others to be current and former smokers (Q040C3)
- Teens who listened to the radio a half hour a day or less were the most likely to have never smoked, and those who listened to 4 or more hours were the most likely to be current or former smokers (Q040C4)
- Teens who had heard an antitobacco radio ad over the past 12 months almost every day to more than once a day were the most likely to be current frequent smokers (Q210C4)
- Teens who recalled hearing the "When You Smoke" radio ad were more likely than others to be former smokers, and those who did not recall the ad were the most likely to have never smoked (RADIO9)
- Teens who recalled an ESD/ITPCP radio ad were the more likely than others to be former smokers, and those who did not were the most likely to have never smoked (ESDRADIO)
- Teens who recalled any antitobacco radio ad were the more likely than others to be former smokers, and those who did not were the most likely to have never smoked (ANYRADIO)

- Teens who recalled only ESD/ITPCP radio ads were more likely than others to be current or former smokers, and those who did not were the most likely to have never smoked (ESDREXCL)
- Teens who strongly agreed that the "When You Smoke" radio ad was convincing were more likely than others to have never smoked, and those who agreed somewhat were more likely than others to be former smokers (Q225C3)
- Teens who strongly agreed that the "When You Smoke" radio ad made them less likely to try or use tobacco were more likely than others to have never smoked, and those who did not agree were the most likely to be current smokers (Q240C3)
- Teens who did not recall an ESD/ITPCP TV ad were more likely than others to be former smokers (ESD_TV)
- Teens who recalled hearing or seeing an ESD/ITPCP ad in any medium were more likely than others to be current or former smokers, and those who did not were the most likely to have never smoked (ESD_AD)
- Teens who recalled hearing or seeing any antitobacco ad in any medium were more likely than others to be former smokers, and those who did not were the most likely to have never smoked (ANY_AD)

Summary. Increased likelihood of being a current smoker was associated with heavy use of radio, recalling only an ESD/ITPCP radio ad, recalling only an ESD/ITPCP ad in any medium. This suggests that current smokers are particularly sensitized to noticing the ESD/ITPCP ads or at least are exposed to them more because of their tendency to listen to the radio more frequently than other teens. Increased likelihood of being a former smoker was associated with heavy use of radio, recalling the "When You Smoke" radio ad, recalling any ESD/ITPCP radio ad, recalling any antitobacco radio ad, recalling only ESD/ITPCP radio ads, not recalling an ESD/ITPCP television ad, recalling an ESD/ITPCP ad in any medium, and recalling any antitobacco ad in any medium. These results parallel those for current smokers and likely relate to the same underlying processes. Not smoking was associated with light radio use, not recalling the "When You Smoke" radio ad, not recalling an ESD/ITPCP radio ad, not recalling any antitobacco radio ad, not recalling ESD/ITPCP radio ads exclusively, strongly agreeing that the "When You Smoke" radio ad was convincing and that it made them less likely to try or use tobacco, not recalling an ESD/ITPCP ad in any medium, and not recalling any antitobacco ad in any medium. These results suggest that nonsmokers are not hearing radio ads as much as others because they also listen to the radio less than others. Nevertheless, they were the most likely to agree strongly with the message content of the "When You Smoke" radio ad.

Tobacco Item Significance Tests ($p<.05$)

- Current smokers who were more sure that they can quit smoking totally and for good if they wanted to were more likely than others to be infrequent current smokers (Q110C2)
- Teens who had been offered a cigarette during the past year were more likely than others to be current or former smokers (Q155D)

- Teens who had at least one of their closest friends that smoked were more likely than others to be current or former smokers (Q160C2)
- Teens who had at least one person who lived in the same household that smoked cigarettes were more likely than others to be current frequent or former smokers (Q165D)
- Teens whose talk about tobacco was mostly negative were more likely than others to have never smoked, and those whose talk was neutral or mostly positive were more likely than others to be current or former smokers (Q191C2)

Summary. Increased likelihood of being a current or former smoker was associated with being offered a cigarette, number of closest friends that smoked, living in the same household with someone who smoked, and talking about tobacco with a neutral or positive attitude.

Contextual Item Significance Tests ($p<.05$)

- Teens who participated in performing arts in the past 12 months were more likely than others to have never smoked, and those who did not were more likely than others to be a current frequent or former smoker (Q050D)
- Teens who participated in organized sports in the past 12 months were more likely than others to have never smoked, and those who did not were more likely than others to be a current frequent or current infrequent smoker (Q055D)
- Teens who participated in a religious youth group in the past 12 months were more likely than others to have never smoked, and those who did not were more likely than others to be a current frequent smoker (Q060D)
- Teens who participated in clubs, activities, or volunteer work in the past 12 months were more likely than others to have never smoked, and those who did not were more likely than others to be a current frequent smoker (Q065D)

Summary. Never having smoked was associated with participation in performing arts, athletics, a religious youth group, or some other club, activity, or volunteer work.

Ad Recall and Stage of Quitting Smoking

Several significant associations were found between media behavior, ad recall, and the teen's stage of quitting smoking.

Media Item Significance Tests ($p<.05$)

- Teens who recalled any antitobacco radio ad were more likely than others to be in the preparation and in the maintenance stages, and those who did not were more likely than others to have never smoked (ANYRADIO)
- Teens who recalled any ESD/ITPCP antitobacco ad in any medium were more likely than others to be in the preparation and in the maintenance stages, and those who did not were more likely than others to have never smoked (ESD_AD)

Summary. The preparation and maintenance stages were associated with likelihood of recalling any antitobacco radio ad or any ESD/ITPCP ad in any medium.

Tobacco Item Significance Tests ($p<.05$)

- Teens who had been offered a cigarette during the past year were more likely than others to be in the precontemplation, contemplation, preparation, action, and maintenance stages, and those who had not been were more likely than others to have never smoked (Q155D)
- Teen who had at least one of their closest friends who smoked were more likely than others to be in the precontemplation, contemplation, preparation, action, and maintenance stages, and those who do not were more likely than others to have never smoked (Q160C2)
- Teens living in households where someone smoked cigarettes were more likely than others to be in the preparation and maintenance stages, and those who did not were more likely than others to have never smoked (Q165D)

Summary. The precontemplation and the contemplation stages were associated with likelihood of having been offered a cigarette and the number of closest friends who smoked. The preparation and maintenance stages were associated with greater likelihood of having been offered a cigarette, the number of closest friends who smoked, and living in the same household with someone who smoked.

Contextual Item Significance Tests ($p<.05$)

- Teens who participated in performing arts in the last 12 months were more likely than others to have never smoked, and those who did not were more likely than others to be in the preparation and maintenance stages (Q050D)
- Teens who participated in organized sports in the last 12 months were more likely than others to have never smoked, and those who did not were more likely than others to be in the preparation stage (Q055D)
- Teens who participated in a religious youth group in the last 12 months were more likely than others to have never smoked, and those who did not were more likely than others to be in the preparation stage (Q060D)
- Teens who participated in clubs, activities, or volunteer work in the last 12 months were more likely than others to have never smoked, and those who did not were more likely than others to be in the preparation stage (Q065D)

Summary. The preparation stage was associated with greater likelihood of not participating in any of the measured organized activities.

Ad Recall and Smokeless Tobacco Status

Only one significant association was found between media behavior, ad recall, and the teen's smokeless tobacco status. A few additional associations were found between status and tobacco attitudes and behaviors.

Media Item Significance Tests ($p<.05$)

- Teens who had not seen an antitobacco billboard in the last 12 months were more likely than others to be current smokeless tobacco users (Q330C2)

Tobacco Item Significance Tests ($p<.05$)

- Teens who had been offered a cigarette during the past year were more likely than others to be current and former smokeless tobacco users (Q155D)
- Teens living in households where someone smoked cigarettes were more likely than others to be former smokeless tobacco users, and those not living in such households were more likely than others to have never used smokeless tobacco (Q165D)
- Teens who said that smokeless tobacco was as bad for a person's health as smoking were more likely than others to have never used smokeless tobacco, and those who said that is was not as bad were more likely than others to be a current smokeless tobacco user (Q184D)

Contextual Item Significance Tests ($p<.05$)

- None of the tests for other contextual items showed significant relationships with smokeless tobacco status.

Ad Recall and Stage of Quitting Smokeless Tobacco

Only one significant association was found between media behavior, ad recall, and the teen's smokeless tobacco status. A few additional associations were found between status and tobacco attitudes and behaviors.

Media Item Significance Tests ($p<.05$)

- Teens who had not seen an antitobacco billboard in the last 12 months were more likely than others to be in the contemplation and preparation stages (Q330C2)

Summary. The contemplation and preparation stages were associated with greater likelihood of not having seen an antitobacco billboard.

Tobacco Item Significance Tests ($p<.05$)

- Teens who had been offered a cigarette during the past year were more likely than others to be in the precontemplation/contemplation and action/maintenance stages, and those who had not been were more likely than others to have never smoked (Q155D)
- Teens who had at least one of their closest friends who smoked were more likely than others to be in the precontemplation/contemplation and action/maintenance stages, and those who did not were more likely than others to have never smoked (Q160C2)
- Teens living in households where someone smoked cigarettes were more likely than others to be in the action/maintenance stages, and those who did not were more likely than others to have never smoked (Q165D)

- Teens who said that smokeless tobacco was as bad for a person's health as smoking were more likely than others to have never used smokeless tobacco, and those who said that it was not as bad were more likely than others to be in the contemplation/preparation stage (Q184D)

Summary. The precontemplation stage was associated with a greater likelihood of having been offered a cigarette and the number of close friends who smoked. The contemplation stage was associated with greater likelihood of having been offered a cigarette, the number of close friends who smoked, and saying that smokeless tobacco was not as bad for a person's health as smoking. The preparation stage was associated with greater likelihood of saying that smokeless tobacco was not as bad for a person's health as smoking. The action and maintenance stages were associated with having been offered a cigarette, the number of close friends who smoked, and living in the same household with someone who smoked.

Contextual Item Significance Tests ($p<.05$)

- None of the tests for other contextual items showed significant relationships with stage of quitting smokeless tobacco.

Comparisons with Previous Media Ad Campaign Evaluations

This study is the third in a series of annual surveys that have collected data from Idaho teens in an effort to evaluate the antitobacco media ad campaigns that have run each year. One of the goals of this year's evaluation is—where comparable data have been collected—to analyze change over the three-year period.

On this year's questionnaire, several items were measured that are comparable with those collected for the 2000 baseline and 2001 follow-up evaluation surveys. In addition to standard demographic items, the comparable items for this analysis are shown in Table 29.

Table 29: Comparable Items on 2001 and 2002 Survey Questionnaires

2002 Item Wording	2001 Item Wording
Now thinking about the last 30 days, on how many of those days did you smoke a cigarette, even one or two puffs? (Q100) • Recorded number of days	During the past 30 days, on how many days did you smoke any cigarettes? • Recorded number of days
Over the past 12 months, how frequently have you heard a radio commercial or ad telling you about the risks of smoking and tobacco? (Q210) *Response categories:* • Not at all • Less than once a month • 1 to 3 times a month • 1 to 3 times a week • Every day or almost every day • More than once a day	During the past 12 months, have you heard any anti-tobacco ads on the radio? *Response categories:* • Yes • No
Over the past 12 months, how frequently have you seen a TV commercial or ad telling you about the risks of smoking and tobacco? (Q270) *Response categories:* • Not at all • Less than once a month • 1 to 3 times a month • 1 to 3 times a week • Every day or almost every day • More than once a day	During the past 12 months, have you seen any anti-tobacco ads on TV? *Response categories:* • Yes • No
Over the past 12 months, how frequently have you seen a billboard telling you about the risks of smoking and tobacco? (Q330) *Response categories:* • Not at all • Less than once a month • 1 to 3 times a month • 1 to 3 times a week • Every day or almost every day • More than once a day	During the past 12 months, have you seen any billboards in Idaho that were against tobacco use? *Response categories:* • Yes • No

To compare the number of days in the last 30 days that the teen had smoked a cigarette, item Q100 was recoded "yes" if one or more days and "no" if no days. In order to compare the items for radio, television, and, billboard exposure, it was necessary to recode items Q210, Q270, and Q330, respectively. "Not at all" was coded as "no" and the remaining response categories ("less than one month" through "more than once a day") were coded as "yes" to permit comparison with the corresponding items on the 2001 questionnaire. Table shows the 2001 and 2002 survey results for these items.[2] Age and sex estimates are included as indicators of sample comparability.

Table 30: Comparison of 2001 and 2002 Estimates

Measure	2001 Estimate[a]	95% C.I.[b]	2002 Estimate	95% C.I.[b]
Smoked in the past 30 days? (percent "yes")	8.3	2.7	7.6	2.1
Exposure to antitobacco radio ad (percent "yes")	68.-	4.5	85.4	2.8
Exposure to antitobacco television ad (percent "yes")	75.-	4.2	92.9	2.0
Exposure to antitobacco billboard (percent "yes")	68.-	4.5	66.6	3.7
Age (years)	14.1	0.2	14.6	0.1
Teen gender (percent female)	51.9	4.8	48.2	3.9

[a] 2001 estimates for exposure to radio, television, and billboard ads were presented rounded to the nearest whole percentage point.

[b] Estimated 95% confidence intervals (±)for binomial proportion assuming a simple random sample

In 2002, the estimate of teens that had smoked in the past 30 days dropped slightly, and the difference was not statistically significant. Exposure to antitobacco billboards was likewise flat, dropping slightly but within the margin of sampling error. However, exposure to antitobacco radio and television ads appears to have increased greatly, from 68% to 85% for radio ads and from 75% to 93% for television ads—nearly 20 percentage points for both media in the space of one year.

It is possible that some of the difference in the 2001 and 2002 estimates for exposure to radio and television antitobacco ads can be accounted for by differences in how each survey was conducted. Differences in response rate, weighting strategy, implementation of the random-digit-dialing sample, question wordings, among other factors can bias survey results in different directions. The 2001 evaluation report does not discuss response rate or sample management, but the described weighting design does differ from that used in the 2002 analysis, suggesting that some bias may exist that affects the comparability of the survey estimates. However, the weighted estimates of age and sex of the surveyed teens from 2001 and 2002 (shown in Table 30) are within the margins of sampling error, so the comparability of the two samples is likely to be reasonably good. The considerable increase in the rates of teen exposure to radio and television antitobacco ads from 2001 to 2002 probably represents a real increase in the population of Idaho teens, at least in relative terms for radio and television compared with billboards.

[2] 2001 estimates are published in *Tobacco Media Evaluation: Effects of Print, Radio, and TV Anti-tobacco Marketing in Idaho, 2000-2001*. State of Idaho Department of Health and Welfare, Bureau of Health Promotion, Tobacco Control Program.

Discussion

The 2002 Media Campaign Evaluation set out to answer several research questions. Here each one is discussed based on the relevant survey results. Finally, suggestions are provided for future media campaign evaluation efforts.

Research Questions

How effective has the media campaign been based on campaign objectives and media messages for teens (12- to 17-year-olds) in Idaho?

The FY 2002 Idaho Counter Marketing Program intended to convey messages to teens of "If you smoke, quit" and "Don't start". The majority of teens who have seen the ESD/ITPCP ads tested in this evaluation agree with statements about the ads being convincing, not exaggerating the problem, raising awareness of the risks of using tobacco, and making them less likely to try or use tobacco.

What conclusions can be drawn to guide message development and delivery to Idaho teens?

Time limitations on the interview length permitted testing of only a few specific radio and television ads, but some statements can be made about how specific ads relate to specific audiences. Radio and television ads were run with relatively similar intensity throughout Idaho (excepting the five panhandle counties, which received about 50% of the television ad intensity as the rest of the state).

The "When You Smoke" and "Lucky Rick" radio ads were the most frequently recalled, but this may merely reflect the relative recency of their runs at the time of the survey. The "When You Smoke" ad was recalled with greater frequency in the northern and southwestern market areas and by older teens, suggesting that the design features of this ad may be more engaging for those groups.

Recency of the ad runs affecting unaided recall also seems to be the case with television ads. The most frequently recalled TV ads—"Surgery," "Baseball English," "Otolaryngologist," "Doesn't Kill," and "Safe Alternative"—were in the most recent ad flights as of the survey field period. Teens in the 9th and 10th grades recalled the "Surgery" ad more frequently than others, and the middle age group (14- and 15-year-olds) mentioned the "Otolaryngologist" and "Safe Alternative" ads more frequently than older teens. Around the state, teens in the northern market area mentioned the "Otolaryngologist" ad the most frequently, whereas those in the southwestern market recalled it the least frequently. Combined with an analysis of the design features of these ads, this may suggest stylistic approaches to address particular teen subpopulations in Idaho (defined by age and by media market).

What impact has the current media campaign had on behaviors of Idaho teens?

In terms of reaching teens, the ESD/ITPCP media ad campaign made substantial contributions to the totality of antitobacco message systems in the radio, television, and billboard media. Using unaided recall as a measure, the campaign accounted for roughly 40% of the impact of all antitobacco radio ads running in Idaho during the same period, roughly 20% of the total impact by television, and roughly 50% of the total impact by billboards. Overall radio and television antitobacco ad exposure appear to be substantially higher than they were in 2001, but it is not clear how much of this is due to the contributions of the ESD/ITPCP FY 2002 campaign.

What impact has the campaign had on the population of teenage smokers' propensity to quit or reduce smoking?

Majorities of teens that heard or saw the specific radio and television ads that were tested in the survey said that the ad messages made them less likely to try or use tobacco. The analysis of stages of quitting smoking and quitting smokeless tobacco also suggest that, particularly for radio ads, current and former smokers are heavier listeners than other teens and therefore have a higher rate of ad recall. These groups correspond to teen smokers in the preparation and maintenance stages of quitting, and those teens were likely to have higher recall rates for any antitobacco radio ads than other teens. An interesting finding is that teens in these stages were more likely than teens in other stages to recall any ESD/ITPCP regardless of medium. This suggests that, among all antitobacco ads running during FY 2002, the particular combination of ESD/ITPCP ads in radio, television, and billboard messages are succeeding in reaching teens in important stages of quitting and staying off smoking. There is less specific evidence from the survey on the impact on smokeless tobacco use. However, one finding suggests that billboard messages may be important for this group.

Has the campaign sparked conversation for the teenage population in Idaho?

Teens who were able to recall any antitobacco ad in any medium (radio, television, or billboard) were more likely than others to talk more frequently with someone about smoking or tobacco were. ESD/ITPCP ads were no more associated with this pattern than other campaigns, however. The ESD/ITPCP ads most associated with talking were “Singing Pollution,” “Lucky Rick,” and “When You Smoke” on the radio; and “Jar” and “Surgery” on television.

Looking at the attitude toward tobacco in teen’s talk, the survey produced some interesting results. Having a mostly negative attitude toward tobacco in talk is positively associated with light media use. Teens who recall hearing or seeing the ESD/ITPCP antitobacco ads “5th Guy” and “Look at Me” on radio and “Grapes,” “Surgery,” and “Building” ads on television tend to have a more negative attitude toward tobacco in their talk with others. The “Just a Pinch” ad, however, showed the opposite relationship.

What ads received by Idaho's teenage population have been the most effective (whether or not a part of the ESD/ITPCP media ad campaign)?

In radio, the most frequently recalled specific ads were from the ESD/ITPCP FY 2002 media campaign, along with nonspecific mentions of Infect-Truth ads. The top ESD/ITPCP radio ads were "When You Smoke" and "Lucky Rick." These particular ads may have ranked high because of the recency with which they ran at the time of the survey.

Compared to radio, teens recalled non-ESD/ITPCP TV ads more frequently (viz., Infect-Truth ads). The "Ratman" and "Squadron" ads were mentioned more frequently than the top ESD/ITPCP ad, "Surgery." Two more Infect-Truth ads—"Doorhanger" and "Dog Walker"—as well as nonspecific mentions of "Truth" ads, plus the American Legacy Foundation "Body Bags" ad were mentioned more frequently than the second highest ranked ESD/ITPCP ad ("Baseball English"). The style of the Infect-Truth ads contrasts with the ESD/ITPCP ads in a number of ways. Most easily noticed is the lack of talk and tonal music on the soundtracks of Infect-Truth ads, which may elicit greater attention to the TV screen than the ESD/ITPCP ads, which tend to rely on spoken presentation of facts and personal stories.

All four of the ESD/ITPCP billboards topped the list of mentions in unaided recall. The "Chemotherapy Scares Me, Scout" and "Half Off" ads were the most memorable. "Chemotherapy Scares Me, Scout" was run much earlier in the campaign than "Half Off" was, so its top unaided recall rate may speak to the suitability of its design elements for the teen population.

What audience is most receptive to the current media ad campaign?

Taking the radio, television, and billboard components together as a whole, the ESD/ITPCP FY 2002 media ad campaign appears to be more effective—based on unaided recall rates—for a couple of demographic subpopulations than others. Teens in the southwestern market area and teens aged 14 to 15 showed higher rates of unaided recall of ESD/ITPCP ads generally. Assuming that the campaign intended to impact all areas of Idaho and all age groups to more or less the same degree, the particular ads and schedules for running them may have reached and engaged those groups more easily than others.

Future Research

Based on the experience with this year's survey, several suggestions can be made for the next evaluation effort to maximize the data quality and focus on providing answers the most important research questions.

Sample design and size

This year's sample size of 630 did not yield a large enough number of current smokers and smokeless tobacco users to carry out robust analyses of the relationships between

the media ad campaign, tobacco use status, and stage of quitting. In future, a larger sample size, perhaps doubled to 1200 teens, is recommended. Other approaches to ensuring sufficient numbers of members of rare populations like teen smokeless tobacco users without increasing the sample size to that extent—such as oversampling—may not be cost effective. That is, the effort required to screen through enough households to find members of the rare population could end up costing the more than the effort is worth in terms of interviewer hours. Moreover, the nature of the screening questions that would be necessary to ask of parents to identify households with teens who use smokeless tobacco may compound the budget issue with a data quality problem by risking increased nonresponse or measurement bias.

Questionnaire Length, Incentives, and Response Rate

To minimize nonresponse bias, we recommend that the questionnaire be as quick to administer as possible. Ideally, the interview length for teens would be limited to no more than about 10 minutes. This year, we were able to bring the teen's interview length to close to that limit, but at the cost of sacrificing a number of potentially useful questions. For example, it was necessary to drop one of the series of prompted recall items for ESD/ITPCP ads, which are useful to gather ad-specific information that could guide future media campaign ad choices. Thus, we recommend looking for ways to increase the interview length without risking additional nonresponse bias. One option to consider is offering an incentive that would be attractive to teen's, such as a gift certificate to a local or online entertainment merchant (such as a movie theater or a store that sells books, music, and videos). Budgeting, say, $10 per teen as an incentive ought to be sufficient to extend the teen's interview length to up to 20 minutes. A larger amount would be appropriate for a longer interview length. Because the CASRO response rate for this year's survey was below 50% without an incentive, it would be worth considering offering an incentive for the next survey even if the interview length were not to be increased substantially in an effort to boost the response rate.

Questionnaire Content

For the next survey, the questionnaire content should be completely reviewed to ensure that only those questions that are critical for analysis are included. This will involve prioritizing and making decisions about the most important research questions to answer among all the possible questions that might be of interest. One item that will likely be important to address in FY 2003 is the issue of brand identity. So many mentions of the Infect-Truth ads were made this year that it would make sense to measure brand mentions separately from recording ad content descriptions. This would add to questionnaire length somewhat, however, so this should only be done in view of the overall questionnaire length limit and the prioritization of measures to be included.

Appendices

A: Questionnaire

02-133 Youth Tobacco Media Ad Campaign Evaluation Questionnaire

HELLO1

Hello. This is _____, calling from Clearwater Research on behalf of the Idaho Department of Health and Welfare. We are conducting an important research study of Idaho households on issues relating to tobacco and health, to help in the planning of health programs throughout Idaho.

Your participation is very important for the accuracy of this research, and your input is greatly appreciated. Your phone number was dialed at random by our computer, and all responses are strictly confidential. May I go ahead and start the survey now?

1. YES (SKIP TO SPKADULT)
2. NO (SET CALLBACK, INCLUDING IF SOFT REFUSAL)
3. ANSWERING MACHINE (CONTINUE)
4. NO ANSWER (TERMINATE CALL)
5. BUSY (TERMINATE CALL)

NOTE: IF HARD OR FINAL REFUSAL, AFTER ATTEMPTING REFUSAL AVOIDANCE, TRY TO CONFIRM WHETHER HH HAS A CHILD BETWEEN 12 AND 17. IF NO, CODE AS "HH NOT QUALIFIED". IF YES, CODE AS "ELIGIBLE HH REFUSAL". OTHERWISE CODE AS "UNKNOWN ELIGIBLE REFUSAL".

ANSMACH

Hello. This is _____, calling on behalf of the Idaho Department of Health and Welfare. We are gathering information from households with teens about their attitudes toward tobacco and related issues, to guide the development of health programs and policies for teens. The success of the project depends on our speaking briefly with an adult in each household we call, whether or not there are teens. We will try back in a couple of days and look forward to talking to you then. Thanks very much. Goodbye.

PRESS ANY KEY TO CONTINUE TO NEXT RECORD

SPKADULT

To start the survey, I need to speak with an adult. Are you at least 18 years old?

CHOOSE 1 TO CONTINUE, OTHERWISE TRY TO SPEAK TO ADULT

1. YES (CONTINUE)
2. NO (ASK FOR ADULT, CALLBACK, OR TERMINATE IF NO ADULT: HH NOT QUAL)
7. DON'T KNOW (ASK FOR ADULT, CALLBACK, OR TERMINATE: REFUSAL)
9. REFUSED (ASK FOR ADULT, CALLBACK, OR TERMINATE: REFUSAL)

[CATI RECORDS START DATE AND TIME]

IDCOUNTY

In which Idaho county is this residence located?

[SELECT LIST OF IDAHO COUNTIES, 001-087)]
888. NOT AN IDAHO COUNTY (TERMINATE: DISP 26)
777. DON'T KNOW (SKIP TO SORRY_ID)
999. REFUSED (SKIP TO SORRY_ID)

HH_SIZE

To determine which questions to ask you, I first need to find out a few things about your family and household.

Including both children and adults, how many people regularly live in your household?

IF NECESSARY: … at the present time.

[RECORD NUMBER]
22. 22 OR MORE
99. DK/REF (CALLBACK OR TERMINATE: REFUSAL)

IF ANSWER = 1, SKIP TO SORRY_NT
IF ANSWER > 22, CODE AS SUPERVISOR ATTENTION AND READ:
"Since there are more than twenty people living in your household I will need to speak to my supervisor about how to proceed. Your number will probably be called again within a few days. Thank you for your patience. Goodbye."
PRESS ANY KEY TO CODE AS SUPERVISOR ATTENTION

UNDER18

How many of these people are younger than 18?

[RECORD NUMBER]
13. 13 OR MORE
99. DK/REF (CALLBACK OR TERMINATE: REFUSAL)

IF ANSWER = 0, SKIP TO SORRY_NT
NUMADULT = HH_SIZE - ANSWER
IF ANSWER > HH_SIZE – 1 and < 99, CODE AS SUPERVISOR ATTENTION AND READ:
"Since there are more than 13 children people living in your household I will need to speak to my supervisor about how to proceed. Your number will probably be called again within a few days. Thank you for your patience. Goodbye."
PRESS ANY KEY TO CODE AS SUPERVISOR ATTENTION

[CATI CHECKS TO MAKE SURE THAT ANSWER IS NOT GREATER THAN TOTAL HOUSEHOLD SIZE]

UNDER12

How many children living in your household are under the age of 12?

1. 1
2. 2
3. 3
4. 4
5. 5
6. 6
7. 7 or more
8. NONE
9. DK/REF

IF ANSWER = 9 OR ANSWER = UNDER18, SKIP TO SORRY_NT
IF ANSWER = 8 AND UNDER18 = 1, SKIP TO ONETNSEX
IF ANSWER = 8 AND UNDER18 <> 1, SET NUMTEEN = UNDER18 AND SKIP TO NUMTEENM
SET NUMTEEN = UNDER18 – ANSWER
IF ANSWER = 7 OR NUMTEEN > 6, CODE AS SUPERVISOR ATTENTION AND READ:
"Since there are more than 13 children people living in your household I will need to speak to my supervisor about how to proceed. Your number will probably be called again within a few days. Thank you for your patience. Goodbye."
PRESS ANY KEY TO CODE AS SUPERVISOR ATTENTION

[CATI CHECKS TO MAKE SURE THAT ANSWER IS NOT GREATER THAN UNDER18.]

NUM12UP

How many children living in your household are older than 11 but younger than 18?

1. 1
2. 2
3. 3
4. 4
5. 5
6. 6
7. 7 or more
8. NONE
9. DK/REF

[CATI CHECKS TO MAKE SURE ALL OF THE NUMBERS ADD UP.]

IF ANSWER > 7, SKIP TO SORRY_NT
IF ANSWER <> NUMTEEN, PROMPT INTERVIEWER TO CORRECT INFO
IF ANSWER = 1, SKIP TO ONETNSEX
IF ANSWER = NUMTEEN, SKIP TO NUMTEENM

ONETNSEX (SKIP IF NUM1217 > 1)

Is that 12-year-old or teenager a boy or a girl?

1. BOY
2. GIRL
9. REFUSED

SKIP TO PARGARD1

NUMTEENM

Of those [NUMTEEN] children between 12 and 17 years old, how many are boys?

[ENTER NUMBER OF BOYS]
9. REFUSED (SKIP TO PARGARD1)

NUMTEENF = NUM12UP – NUMTEENM

IF ANSWER = 9, PROMPT INTERVIEWER FOR HARD/SOFT REFUSAL AND READ:
"Our study requirements include knowing the number of boys and girls in a household. Thank you for your time. Goodbye."
PRESS ANY KEY TO TERMINATE INTERVIEW

CHK1217

So there are [NUMTEENM] boy(s) and [NUMTEENF] girl(s) in your household between the ages of 12 and 17. Is this correct?

1. YES, CORRECT
2. NO, INCORRECT (SKIP BACK TO NUM12UP TO FIX)

[CATI SHOULD ALLOW ONLY "YES" ANSWER TO CONTINUE]

PARGARD1

Are you a parent or legal guardian of the [child/children] between the ages of 12 and 17 in your household?

1. YES (SKIP TO PAREXPL)
2. YES, BUT NOT ALL TEENS IN HH (SKIP TO PAREXPL)
3. NO - NO PARENT OR LEGAL GUARDIAN IN HH (CONTINUE WITH NO_TPAR))
4. NO - ANOTHER ADULT IS PARENT/GUARDIAN (ASK FOR OR CALL BACK – SKIP TO RECAP)
9. DK/REF (CONTINUE WITH NO_TPAR)

NO_TPAR

I'm sorry. To conduct this research we must first speak with a parent or legal guardian of the child or children in the household. When would be a good time to call back to reach a parent?

PRESS ANY KEY TO SCHEDULE CALLBACK OR TERMINATE

RECAP (IF NEW RESPONDENT ON THE PHONE)

Hello. This is _____, calling from Clearwater Research on behalf of the Idaho Department of Health and Welfare. We are conducting an important research study of Idaho households on issues relating to tobacco and health, to help in the planning of health programs throughout Idaho.

Your participation is very important for the accuracy of this research, and your input is greatly appreciated. Your phone number was dialed at random by our computer, and all responses are strictly confidential. May I go ahead and start the survey now?

1. YES (CONTINUE)
2. NO (CALLBACK OR TERMINATE: ELIGIBLE HH REFUSAL)
9. DK/REF (CALLBACK OR TERMINATE: ELIGIBLE HH REFUSAL)

PARGARD2

I understand from the person I just spoke with that that there [is/are] [NUMTEEN] children in your household older than 11 and younger than 18.

Are you a parent or legal guardian of [those children/that child]?

1. YES
2. YES, BUT NOT ALL TEENS IN HH
3. NO - NO PARENT OR LEGAL GUARDIAN IN HH (TERMINATE: HH NOT QUAL)
4. NO - ANOTHER ADULT IS PARENT/GUARDIAN (ASK FOR AND SKIP BACK TO RECAP, OR CALL BACK)
5. NUMBER OF TEENS IS INCORRECT (SKIP BACK TO HHSIZE)
9. DK/REF (CALLBACK OR TERMINATE: ELIGIBLE HH REFUSAL)

PAREXPL

From now on, I will refer to children older than 11 and younger than 18 as “teens.” One of our goals is to find out the opinions of teens in Idaho on some issues related to tobacco. It does not matter whether they have any direct experience with tobacco to answer these questions. We are simply interested in what teens in Idaho can tell us about what they know or think about tobacco.

We would like to conduct this survey with a teen in your household. If we ask a question that he or she does not want to answer, we will go on to the next question. All answers on this survey are completely confidential, and the results will help design health programs throughout Idaho.

PRESS ANY KEY TO CONTINUE

ONETEEN (SKIP TO RANDTEEN IF NUMTEEN > 1)

We would like to continue this survey with the teen in your household.

PRESS ANY KEY TO CONTINUE (SKIP TO PERMISS1)

RANDTEEN (SKIP TO SELTEEN1 IF NUM1217 = 1 and NUMTEENM = 0 or NUMTEENF = 0)

Based on the teens who live in your household, our computer has randomly selected a [girl/boy] for this study.

[CATI RANDOMLY SELECTS "BOY" OR "GIRL"]

SELTEEN1 (SKIP TO PERMISS1 IF NUM1217 = 1 and NUMTEENM/NUMTEENF=1)

Because more than one teen who is a [boy/girl] lives in your household, I need to randomly select one for this survey. We do this by asking for the [boy/girl] who has had the most recent birthday.

PRESS ANY KEY TO CONTINUE

PARGARD3 (IF PARGARD1 AND PARGARD2 <> 2, SKIP TO PERMISS1

Are you a parent or legal guardian of that child?

1. YES
2. NO (SKIP TO RECAP)

PERMISS1

May we have your permission to continue this survey with [him/her]?

1. YES (SKIP TO RELATION)
2. NO (IF ONLY ONE TEEN, TERMINATE: ELIGIBLE HH REFUSAL; ELSE CONTINUE)
9. DK/REF (IF ONLY ONE TEEN, TERMINATE: ELIGIBLE HH REFUSAL; ELSE CONTINUE)

[CATI RECORDS DATE AND TIME OF PERMISSION]
[IF REFUSAL, CATI PROMPTS FOR HARD OR SOFT REFUSAL. READ: "Thank you for your time. Goodbye."]

PERMISS2 (IF MULTIPLE TEENS OF SELECTED SEX IN HH)

May we have your permission to continue this survey with another teen in your household who is a [boy/girl]?

1. YES (SKIP TO RELATION)
2. NO (IF NO OTHER GENDER TEEN, TERMINATE: ELIGIBLE HH REFUSAL; ELSE CONTINUE)
9. DK/REF (IF NO OTHER GENDER TEEN, TERM: ELIGIBLE HH REFUSAL; ELSE CONTINUE)

[CATI RECORDS DATE AND TIME OF PERMISSION]
[IF REFUSAL, CATI PROMPTS FOR HARD OR SOFT REFUSAL. READ: "Thank you for your time. Goodbye."]

PERMISS3 (IF ANY TEENS OF GENDER NOT SELECTED IN HH)

May we have your permission to continue this survey with any teen older than 11 and younger than 18 in your household?

1. YES (IF ONLY ONE, SKIP TO RELATION; ELSE CONTINUE)
2. NO (TERMINATE: ELIG HH REFUSAL)
7. DK/REF (TERMINATE: ELIG HH REFUSAL)

[CATI RECORDS DATE AND TIME OF PERMISSION]
[IF REFUSAL, CATI PROMPTS FOR SOFT OR HARD REFUSAL. READ: "Thank you for your time. Goodbye."]

RELATION

What is your relationship to that teen?

1. MOTHER
2. FATHER
3. STEPMOTHER
4. STEPFATHER
5. OTHER ADULT RELATIVE
6. OTHER ADULT (NOT A RELATIVE)
7. DK/REF

TEENNAME

Before I talk with your teen, I have a couple more questions for you.

First, what is your teen's first name?

1. RECORD TEEN'S FIRST NAME
7. DON'T KNOW
9. REFUSED

ONEPHONE

And just for statistical purposes, I need to ask two more questions about your household.

Do you have more than one telephone number in your household? Do not include cell phones or numbers that are only used by a computer or fax machine.

1. YES
2. NO (SKIP TO GETTEEN)
7. DON'T KNOW (SKIP TO GETTEEN)
9. REFUSED (SKIP TO GETTEEN)

NUMPHONE

How many of these are residential numbers?

1. 1
2. 2
3. 3
4. 4
5. 5
6. 6 OR MORE
7. DON'T KNOW
9. REFUSED

GETTEEN

Is [TEEN'S FIRST NAME/that teen] available now for completing this survey?

YES (CONTINUE WITH SELECTED TEEN)
NO (CALLBACK FOR SELECTED TEEN)
DON'T KNOW (CALLBACK FOR SELECTED TEEN)

HELLO2

Hello, my name is _____. We are conducting a survey of teenagers in Idaho to find out their opinions on some issues related to tobacco. You do not actually have to have any direct experience with tobacco to answer these questions. We are simply interested in what you know and think about tobacco.

Your [SHOW RELATION] has given us permission to conduct this survey with you, and we hope you will help us with this important research project.

For this survey, we need you to listen carefully as we go through some questions about tobacco. It is important that you answer every question we read.

Although some of the things we will ask about may be sensitive issues for you, it is very important that you answer each question truthfully. No one in your family or school will be permitted to see any of your answers. You may refuse to answer any question, but it is most helpful for the survey if you answer each question as truthfully as you can.

PRESS ANY KEY TO CONTINUE

HELLO3

May I go ahead and start the survey now?

1. YES (CONTINUE)
2. NO (CALLBACK OR TERMINATE: TEEN REFUSAL)
9. DK/REF (CALLBACK OR TERMINATE: TEEN REFUSAL)

[CATI RECORDS DATE AND TIME OF INTERVIEW START]

INTRO_T

As we go along, if you have any questions, or if there are any questions you do not want to answer, feel free to let me know.

I'd like to begin by asking you some general questions about yourself.

PRESS ANY KEY TO CONTINUE

BRTHDAT_ **(Everyone gets)**

First, to be sure you are eligible for this study, could I ask what date you were born?

___/___/___ DATE OF BIRTH (MONTH, DATE, YEAR)

[CATI RECORDS ANSWERS IN BRTHDATM (MONTH), BRTHDATD (DAY), AND BRTHDATY (YEAR)]

AGECHECK

CHECK DATE OF BIRTH AGAINST DATE STAMP WHEN PARENT GAVE PERMISSION FOR PARTICIPATION AND AGAINST CURRENT SYSTEM DATE. IF AGE < 12 OR > 17 AS OF THAT TIME STAMP, CONFIRM AGE AND DATE OF BIRTH WITH TEEN FIRST, THEN PARENT IF NECESSARY (SKIP BACK TO HH_SIZE). IF AGE IS NOT ELIGIBLE, SKIP TO SORRYAGE. IF REFUSAL, CATI PROMPTS FOR HARD OR SOFT REFUSAL. READ: "Thank you for your time. Goodbye." OTHERWISE RECORD TODAY'S AGE AND CONTINUE.

Q005 **(Everyone gets)**

I know this sounds silly, but I am required to ask. Are you a boy or a girl?

1. BOY
2. GIRL
9. REFUSED

IF TEEN REFUSES AND PARENT HAS NOT GIVEN TEEN'S SEX EARLIER, CATI PROMPTS FOR HARD OR SOFT REFUSAL. READ: We cannot continue the survey without this information. Thank you for your time. Goodbye."

WRONGSEX (SKIP IF SEX GIVEN BY PARENT MATCHES SEX GIVEN BY TEEN)

INTERVIEWER: THIS TEEN IS THE WRONG SEX.

POLITELY ASK TO SPEAK TO THE PARENT AGAIN AND EXPLAIN THAT THE SELECTED CHILD WAS NOT THE SEX OF THE CHILD YOU JUST SPOKE TO.

IF PARENT IS NOT AVAILABLE, SET CALLBACK.

IF WRONG TEEN WAS ON PHONE, CHOOSE 1;
OTHERWISE, GO BACK TO BEGINNING

1. RE-ENTER SEX OF TEEN
2. GO BACK TO HOUSEHOLD INVENTORY (SKIP TO HH_SIZE)

Q010 **(Everyone gets)**

What grade are you in?

11. 1ST GRADE
12. 2ND GRADE
13. 3RD GRADE
14. 4TH GRADE
15. 5TH GRADE
16. 6TH GRADE
17. 7TH GRADE
18. 8TH GRADE
19. 9TH GRADE
20. 10TH GRADE
21. 11TH GRADE
22. 12TH GRADE
23. GED
24. COLLEGE OR UNIVERSITY
25. TECHNICAL SCHOOL
26. NOT ENROLLED
27. HOME-SCHOOLED
28. UNGRADED SCHOOL
77. DON'T KNOW
99. REFUSED

INTERVIEWER: IF RESPONSE IS FRESHMAN, SOPHOMORE, JUNIOR OR SENIOR, PROBE FOR CORRECT CATEGORY. IF JUST FINISHED SPRING SEMESTER, CODE GRADE JUST COMPLETED.

Q015 **(Everyone gets)**

Which of the following do you consider yourself to be?

INTERVIEWER: CHECK ALL THAT APPLY

1. African American or Black,
2. American Indian or Alaskan Native,
3. Asian,
4. Hispanic or Latino,
5. White,
6. Or something else? (WRITE IN)
7. DON'T KNOW
9. REFUSED
8. NO OTHER (MUST SELECT AT LEAST ONE CHOICE ABOVE "DON'T KNOW")

Q020 **(Everyone gets)**

Who do you live with?

INTERVIEWER: SELECT ALL THAT APPLY. PROBE “WHO ELSE” UNTIL FINISHED

11. MOTHER
12. FATHER
13. STEPFATHER
14. STEPMOTHER
15. BROTHER/SISTER
16. GRANDPARENT
17. OTHER RELATIVE
18. OTHER ADULT (NOT A RELATIVE)
77. DON’T KNOW (ONLY AVAILABLE AS 1ST CHOICE)
99. REFUSED (ONLY AVAILABLE AS 1ST CHOICE)
88. NO OTHER (MUST SELECT AT LEAST ONE CHOICE ABOVE “DON’T KNOW”)

Q025 **(Everyone gets)**

On average, how many hours per day do you watch television?

11. NONE (SKIP TO Q040)
12. HALF-HOUR OR LESS
13. ABOUT 1 HOUR
14. ABOUT 2 HOURS
15. ABOUT 3 HOURS
16. ABOUT 4 HOURS
17. ABOUT 5 HOURS
18. ABOUT 6 HOURS
19. 7 HOURS OR MORE
88. DOESN’T HAVE ACCESS TO A TV (SKIP TO Q040)
77. DON’T KNOW (SKIP TO Q040)
99. REFUSED (SKIP TO Q040)

INTERVIEWER: CODE “NO ACCESS” ONLY IF OFFERED BY RESPONDENT. DON’T PROBE ABOUT ACCESS.

Q030 **(DELETED)**

Q035 **(DELETED)**

Q040 **(Everyone gets)**

On average, how many hours per day do you listen to the radio?

11. NONE
12. HALF-HOUR OR LESS
13. ABOUT 1 HOUR
14. ABOUT 2 HOURS
15. ABOUT 3 HOURS
16. ABOUT 4 HOURS
17. ABOUT 5 HOURS
18. ABOUT 6 HOURS
19. 7 HOURS OR MORE
88. DOESN'T HAVE ACCESS TO A RADIO
77. DON'T KNOW
99. REFUSED

INTERVIEWER: CODE "NO ACCESS" ONLY IF OFFERED BY RESPONDENT. DON'T PROBE ABOUT ACCESS.

Q045 **(DELETED)**

Q050 **(Everyone gets)**

Now I'm going to read a short list of organized activities or groups that some teens participate in. For each one I mention, please tell me whether you have participated in it during the last 12 months.

In the last 12 months, have you participated in music, dance, theater, or other performing arts, in or outside of school?

1. YES
2. NO
7. DON'T KNOW
9. REFUSED

Q055 **(Everyone gets)**

In the last 12 months, have you participated in athletic teams or organized sports, in or outside of school?

1. YES
2. NO
7. DON'T KNOW
9. REFUSED

INTERVIEWER: IF NECESSARY, " … such as basketball, hockey, or cheerleading?"

Q060 **(Everyone gets)**

In the last 12 months, have you participated in youth groups sponsored by a church, synagogue, mosque, or other religious institution?

1. YES
2. NO
7. DON'T KNOW
9. REFUSED

Q065 **(Everyone gets)**

In the last 12 months, have you participated in clubs, activities, or volunteer work, in or outside of school?

1. YES
2. NO
7. DON'T KNOW
9. REFUSED

INTERVIEWER: IF NECESSARY, "… such as Boy Scouts or Girl Scouts?"

Q070 **(Everyone gets)**

Have you ever smoked a whole cigarette?

1. YES (SKIP TO Q080)
2. NO
7. DON'T KNOW
9. REFUSED

Q075 **(Get if never smoked a whole cigarette)**

Have you ever tried or experimented with cigarette smoking, even one or two puffs?

1. YES
2. NO (SKIP TO Q085)
7. DON'T KNOW (SKIP TO Q085)
9. REFUSED (SKIP TO Q085)

Q080 **(Get if ever smoked a cigarette, even one or two puffs)**

How long ago was that? Would you say A) less than one month ago, B) in the past six months, or C) more than six months ago? You can just give me the letter.

1. A) LESS THAN ONE MONTH AGO (SKIP TO Q100)
2. B) IN THE PAST SIX MONTHS (SKIP TO Q100)
3. C) MORE THAN SIX MONTHS AGO (SKIP TO Q100)
7. DON'T KNOW (SKIP TO Q100)
9. REFUSED (SKIP TO Q100)

Q085 **(Get if never smoked a cigarette, even one or two puffs)**

Do you think you will try a cigarette soon?

1. YES
2. NO
7. DON'T KNOW
9. REFUSED

Q090 **(Get if never smoked a cigarette, even one or two puffs)**

Do you think you will be smoking cigarettes one year from now?

1. YES
2. NO
7. DON'T KNOW
9. REFUSED

Q095 **(Get if never smoked a cigarette, even one or two puffs)**

Would it bother your parents if you smoked? Would you say it would bother them A) a lot, B) a little, or C) not at all? You can just give me the letter.

1. A) A LOT (SKIP TO Q155)
2. B) A LITTLE (SKIP TO Q155)
3. C) NOT AT ALL (SKIP TO Q155)
7. DON'T KNOW (SKIP TO Q155)
9. REFUSED (SKIP TO Q155)

Q100 **(Get if ever smoked a cigarette, even one or two puffs)**

Now thinking about the last 30 days, on how many of those days did you smoke a cigarette, even one or two puffs?

ENTER NUMBER OF DAYS (IF ZERO, SKIP TO Q140)
77. DON'T KNOW (SKIP TO Q140)
99. REFUSED (SKIP TO Q140)

[CATI CHECKS TO MAKE SURE THAT ANSWER TO Q100 IS CONSISTENT WITH Q080 AND IS NOT GREATER THAN 30.]

Q105 **(DELETED)**

Q110 **(Get if smoked during the last 30 days, even one or two puffs)**

On a scale from 1 to 5 where 1 is "not at all sure", and 5 is "very sure", how sure are you that you can quit smoking totally and for good if you wanted to?

1 - NOT AT ALL SURE
2
3
4
5 - VERY SURE
8 ALREADY QUIT SMOKING (SKIP to Q125)
7 DON'T KNOW
9 REFUSED

INTERVIEWER:
IF RESPONDENT ANSWERS 1 OR 2, CONFIRM BY SAYING:
So you would say you're not very sure you can quit?
IF RESPONDENT ANSWERS 4 OR 5, CONFIRM BY SAYING:
So you would say you're quite sure you can quit?

Q115 **(Get if smoked during the last 30 days and has not quit)**

Do you want to stop smoking in the next year or so?

1. YES
2. NO (SKIP TO Q125)
7. DON'T KNOW (SKIP TO Q125)
9. REFUSED (SKIP TO Q125)

Q120 **(DELETED)**

Q125 **(Get if smoked during the last 30 days and has not quit)**

How many times have you tried to quit smoking?

INTERVIEWER: READ CHOICES IF NECESSARY

1. NEVER (SKIP TO Q140)
2. ONE TIME (CONTINUE WITH Q130)
3. MORE THAN ONE TIME (CONTINUE WITH Q130)
7. DON'T KNOW (CONTINUE WITH Q130)
9. REFUSED (CONTINUE WITH Q130)

[ANSWER OF "1" NOT ALLOWED WHEN Q110 = 8]

Q130 **(Get if smoked during the last 30 days and has tried to quit)**

The last time you tried to quit smoking, did you stay off cigarettes for more than a month?

1. YES (SKIP TO Q140)
2. NO (CONTINUE WITH Q135)
7. DON'T KNOW (SKIP TO Q140)
9. REFUSED (SKIP TO Q140)

Q135 **(DELETED)**

Q140 **(Get if ever smoked a cigarette, even one or two puffs)**

Do your parents know that you have smoked?

1. YES
2. NO (SKIP TO Q150)
7. DON'T KNOW (SKIP TO Q150)
9. REFUSED (SKIP TO Q150)

Q145 **(Get if parents know teen has smoked)**

Would you say that it bothers them A) a lot, B) a little, or C) not at all?

1. A) A LOT (SKIP TO Q155)
2. B) A LITTLE (SKIP TO Q155)
3. C) NOT AT ALL (SKIP TO Q155)
9. REFUSED (SKIP TO Q155)

Q150 **(Get if parents do not know teen has smoked)**

If they knew that you smoked, would it bother them A) a lot, B) a little, or C) not at all?

1. A) A LOT
2. B) A LITTLE
3. C) NOT AT ALL
9. REFUSED

Q155 **(Everyone gets)**

During the past year, has anyone offered you a cigarette?

1. YES
2. NO
7. DON'T KNOW
9. REFUSED

Q160 **(Everyone gets)**

Now, I have a few questions about people who may smoke.

How many of your four closest friends smoke cigarettes?

ENTER NUMBER OF FRIENDS (RANGE: 0 TO 4)
7. DON’T KNOW
9. REFUSED

Q165 **(Everyone gets)**

Does anyone who lives in the same household with you smoke cigarettes?

1. YES
2. NO (SKIP TO Q180)
7. DON'T KNOW (SKIP TO Q180)
9. REFUSED (SKIP TO Q180)

Q170 **(DELETED)**

Q175 **(DELETED)**

Q180 **(DELETED)**

Q181 **(Everyone gets)**

Have you ever used smokeless tobacco, such as chewing tobacco, snuff, or dip?

1. YES
2. NO
7. DON'T KNOW
9. REFUSED

Q182 **(Get if ever used chewing tobacco, snuff, or dip)**

During the past 30 days, on how many days have you used smokeless tobacco?

ENTER NUMBER OF DAYS (IF ZERO, SKIP TO Q186)
77. DON'T KNOW (SKIP TO Q186)
99. REFUSED (SKIP TO Q186)

[CATI CHECKS TO MAKE SURE THAT ANSWER IS NOT GREATER THAN 30.]

Q183 **(Get if used chewing tobacco, snuff, or dip during the last 30 days)**

Do you want to stop using smokeless tobacco in the next year or so?

1. YES
2. NO
7. DON'T KNOW
9. REFUSED

Q184 **(Everyone gets)**

Would you say that using smokeless tobacco is as bad for a person's health as smoking tobacco, or would you say it's not as bad?

1. AS BAD AS SMOKING
2. NOT AS BAD AS SMOKING
7. DON'T KNOW
9. REFUSED

Q185 **(DELETED)**

Q186 **(Everyone gets)**

In the last 6 months, about how often did you talk with anyone about smoking or tobacco? Would you say …

1. Never (SKIP TO Q205)
2. Once
3. 2 to 3 times
4. 4 to 5 times
5. 6 to 10 times
6. More than 10 times
7. DON'T KNOW (SKIP TO Q205)
9. REFUSED (SKIP TO Q205)

Q190 **(DELETED)**

Q191 **(Get if talked with anyone about tobacco in last 6 months)**

Would you say your talk was mostly negative about tobacco, mostly positive about tobacco, or neutral about it?

1. MOSTLY POSITIVE
2. MOSTLY NEGATIVE
3. NEUTRAL
7. DON'T KNOW
9. REFUSED

Q192 **(Get if talked with anyone about tobacco in last 6 months)** NOTE: Same question as Q191, however, the response order reflects the wording of the question.

Would you say your talk was mostly negative about tobacco, mostly positive about tobacco, or neutral about it?

1. MOSTLY NEGATIVE
2. MOSTLY POSITIVE
3. NEUTRAL
7. DON'T KNOW
9. REFUSED

Q195 **(DELETED)**

Q200 **(DELETED)**

Q205 **(Everyone gets)**

Has anyone ever told you not to smoke?

1. YES
2. NO
7. DON'T KNOW
9. REFUSED

Q210 **(Everyone gets)**

Next, I have some questions about radio and TV commercials and ads that you may have seen or heard. My first questions are about radio ads.

Over the past 12 months, how frequently have you heard a radio commercial or ad telling you about the risks of smoking and tobacco?

Would you say …

1. Not at all (SKIP TO Q220)
2. Less than once a month
3. 1 to 3 times a month
4. 1 to 3 times a week
5. Every day or almost every day
6. More than once a day
7. DON'T KNOW (SKIP TO Q220)
9. REFUSED (SKIP TO Q220)

Q215NTRO **(Get if heard radio ad about tobacco over past 12 months)**

Please describe one of the anti-tobacco radio ads you have heard over the past 12 months.

PRESS ANY KEY TO CONTINUE

Q215 **(Get if heard radio ad about tobacco over past 12 months)**

INTERVIEWER: SELECT EACH AD BASED ON RESPONDENT'S DESCRIPTION. IF NO MATCH, RECORD IN "OTHER". PROBE "DO YOU REMEMBER ANY OTHER RADIO ADS" OR "WHAT ELSE". CAN RECORD UP TO THREE ADS.

11. R1 – Buy a pack
12. R2 – Got a date
13. R3 – Loud radio
14. R4 – Cowboy
15. R5 – Lucky
16. R6 – Chicken fat
17. R7 – Warning label
18. R8 – Robot girl
19. R9 – Chemicals
20. OTHER (SPECIFY)
77. CAN'T REMEMBER/DESCRIBE ANY SPECIFIC RADIO AD (ONLY AVAILABLE AS 1ST CHOICE)
99. REFUSED (ONLY AVAILABLE AS 1ST CHOICE)
88. NO OTHER (MUST SELECT AT LEAST ONE CHOICE ABOVE "CAN'T REMEMBER")

Q220 **(Everyone gets)**

Now, I will describe for you an ad that might or might not have been playing on the radio in your area.

In this radio ad, the voices of several young people mention chemicals in cigarettes that you "suck in" when you smoke. Some of the chemicals mentioned are used to kill rats and roaches, used by janitors to clean up the school, and used to make paint and varnish removers.

Over the past 12 months, how many times have you heard this ad?

Would you say …

1. Not at all (SKIP TO Q270)
2. Once
3. 2 to 4 times
4. 5 to 10 times
5. More than 10 times
7. DON'T KNOW (SKIP TO Q270)
9. REFUSED (SKIP TO Q270)

Q225 **(Get if heard R1 in past 12 months)**

Thinking about that ad, please tell me whether you agree or disagree with the following statements about it.

This ad was convincing.

Do you …

1. Strongly agree
2. Somewhat agree
3. Neither agree nor disagree
4. Somewhat disagree
5. Strongly disagree
7. DON'T KNOW
9. REFUSED

Q230 **(Get if heard R1 in past 12 months)**

This ad exaggerated the problem.

Do you …

1. Strongly agree
2. Somewhat agree
3. Neither agree nor disagree
4. Somewhat disagree
5. Strongly disagree
7. DON'T KNOW
9. REFUSED

Q235 **(Get if heard R1 in past 12 months)**

This ad made me more aware of the risks of smoking and tobacco.

Do you …

1. Strongly agree
2. Somewhat agree
3. Neither agree nor disagree
4. Somewhat disagree
5. Strongly disagree
7. DON'T KNOW
9. REFUSED

Q240 **(Get if heard R1 in past 12 months)**

This ad made me less likely to try or use tobacco.

Do you …

1. Strongly agree
2. Somewhat agree
3. Neither agree nor disagree
4. Somewhat disagree
5. Strongly disagree
7. DON'T KNOW
9. REFUSED

Q245 **(DELETED)**

Q250 **(DELETED)**

Q255 **(DELETED)**

Q260 **(DELETED)**

Q265 **(DELETED)**

Q270 **(Everyone gets)**

Now I have some questions about TV ads.

Over the past 12 months, how frequently have you seen a TV commercial or ad telling you about the risks of smoking and tobacco?

Would you say …

1. Not at all (SKIP TO Q280)
2. Less than once a month
3. 1 to 3 times a month
4. 1 to 3 times a week
5. Every day or almost every day
6. More than once a day
7. DON'T KNOW (SKIP TO Q280)
9. REFUSED (SKIP TO Q280)

Q275NTRO **(Get if seen TV ad about tobacco over past 12 months)**

Please describe one of the anti-tobacco TV ads you have seen over the past 12 months.

Q275 **(Get if seen TV ad about tobacco over past 12 months)**

INTERVIEWER: SELECT EACH AD BASED ON RESPONDENT'S DESCRIPTION. IF NO MATCH, RECORD IN "OTHER". PROBE "DO YOU REMEMBER ANY OTHER TV ADS" OR "WHAT ELSE". CAN RECORD UP TO THREE ADS.

11. T1 – Grapes
12. T2 – Baseball
13. T3 – Throat Exam
14. T4 – Chemical Spill
15. T5 – Jaw Surgery
16. T6 – No Snuff
17. T7 – Doesn't Always Kill
18. T8 – Brain Lesions
19. T9 – Middle Age
20. T10 – Building
21. T11 – Jars
22. OTHER (SPECIFY)
77. CAN'T REMEMBER/DESCRIBE ANY SPECIFIC TV AD (ONLY AVAILABLE AS 1ST CHOICE)
99. REFUSED (ONLY AVAILABLE AS 1ST CHOICE)
88. NO OTHER (MUST SELECT AT LEAST ONE CHOICE ABOVE "CAN'T REMEMBER")

Q280 **(Everyone gets)**

Now, I will describe for you a couple of ads that might or might not have been playing on TV in your area. For the ones you have seen, I will ask you a few questions.

In the first TV ad, a man walks around Montana farmland as he tells his story. He chewed tobacco and went in for surgery to remove a tumor from the side of his tongue. He had to go through four surgeries, and he ended up losing large parts of his tongue and jaw.

Over the past 12 months, how many times have you seen this ad?

Would you say …

1. Not at all (SKIP TO Q305)
2. Once
3. 2 to 4 times
4. 5 to 10 times
5. More than 10 times
7. DON'T KNOW (SKIP TO Q305)
9. REFUSED (SKIP TO Q305)

Q285 **(Get if seen T1 in past 12 months)**

Thinking about that ad, please tell me whether you agree or disagree with the following statements about it.

This ad was convincing.

Do you …

1. Strongly agree
2. Somewhat agree
3. Neither agree nor disagree
4. Somewhat disagree
5. Strongly disagree
7. DON'T KNOW
9. REFUSED

Q290 **(Get if seen T1 in past 12 months)**

This ad exaggerated the problem.

Do you …

1. Strongly agree
2. Somewhat agree
3. Neither agree nor disagree
4. Somewhat disagree
5. Strongly disagree
7. DON'T KNOW
9. REFUSED

Q295 **(Get if seen T1 in past 12 months)**

This ad made me more aware of the risks of tobacco use.

Do you …

1. Strongly agree
2. Somewhat agree
3. Neither agree nor disagree
4. Somewhat disagree
5. Strongly disagree
7. DON'T KNOW
9. REFUSED

Q300 **(Get if seen T1 in past 12 months)**

This ad made me less likely to try or use tobacco.

Do you …

1. Strongly agree
2. Somewhat agree
3. Neither agree nor disagree
4. Somewhat disagree
5. Strongly disagree
7. DON'T KNOW
9. REFUSED

Q305 **(Everyone gets)**

Here is another TV ad.

In this TV ad, a former baseball umpire watches a baseball game. He tells how he got throat cancer from smoking cigarettes and lost his ability to speak. Now, because of the hole in his throat, he can't even be a part of the game.

Over the past 12 months, how many times have you seen this ad?

Would you say …

1. Not at all (SKIP TO Q330)
2. Once
3. 2 to 4 times
4. 5 to 10 times
5. More than 10 times
7. DON'T KNOW (SKIP TO Q330)
9. REFUSED (SKIP TO Q330)

Q310 **(Get if seen T2 in past 12 months)**

Thinking about that ad, please tell me whether you agree or disagree with the following statements about it.

This ad was convincing.

Do you …

1. Strongly agree
2. Somewhat agree
3. Neither agree nor disagree
4. Somewhat disagree
5. Strongly disagree
7. DON'T KNOW
9. REFUSED

Q315 **(Get if seen T2 in past 12 months)**

This ad exaggerated the problem.

Do you …

1. Strongly agree
2. Somewhat agree
3. Neither agree nor disagree
4. Somewhat disagree
5. Strongly disagree
7. DON'T KNOW
9. REFUSED

Q320 **(Get if seen T2 in past 12 months)**

This ad made me more aware of the risks of smoking and tobacco.

Do you …

1. Strongly agree
2. Somewhat agree
3. Neither agree nor disagree
4. Somewhat disagree
5. Strongly disagree
7. DON'T KNOW
9. REFUSED

Q325 **(Get if seen T2 in past 12 months)**

This ad made me less likely to try or use tobacco.

Do you …

1. Strongly agree
2. Somewhat agree
3. Neither agree nor disagree
4. Somewhat disagree
5. Strongly disagree
7. DON'T KNOW
9. REFUSED

Q330 **(Everyone gets)**

Now I have some questions about billboards you may have seen outdoors.

Over the past 12 months, how frequently have you seen a billboard telling you about the risks of smoking and tobacco?

Would you say …

1. Not at all (SKIP TO GOODBYE)
2. Less than once a month
3. 1 to 3 times a month
4. 1 to 3 times a week
5. Every day or almost every day
6. More than once a day
7. DON'T KNOW (SKIP TO GOODBYE)
9. REFUSED (SKIP TO GOODBYE)

Q335 **(Get if seen billboard about tobacco over past 12 months)**

Please describe one of the anti-tobacco billboards you have seen over the past 12 months.

INTERVIEWER: SELECT EACH AD BASED ON RESPONDENT'S DESCRIPTION. IF NO MATCH, RECORD IN "OTHER". PROBE "DO YOU REMEMBER ANY OTHER BILLBOARDS" OR "WHAT ELSE". CAN RECORD UP TO THREE ADS.

1. B1 – Little Girl
2. B2 – Man & Horse
3. B3 – Man on Phone
4. B4 – Half-off
5. OTHER (SPECIFY)
7. CAN'T REMEMBER/DESCRIBE ANY SPECIFIC BILLBOARD (ONLY AVAILABLE AS FIRST CHOICE)
9. REFUSED (ONLY AVAILABLE AS FIRST CHOICE)
8. NO OTHER (MUST SELECT AT LEAST ONE CHOICE ABOVE "CAN'T REMEMBER")

Q340 **(DELETED)**

Q345 **(DELETED)**

Q350 **(DELETED)**

GOODBYE **(Everyone gets)**

Those are all the questions I have. Thank you very much for taking the time to participate in this survey. Goodbye.

[CATI RECORDS DATE AND TIME OF INTERVIEW END]

SORRY_ID

I’m sorry, I need to make sure that I’ve reached a phone number that rings in Idaho. Thank you very much for your time. Goodbye

GO BACK AND SELECT COUNTY OR TERMINATE: HH NOT QUAL.

SORRY_NT

The rest of the questions on this survey are for families with children older than 11 and younger than 18 living the household. Thank you very much for your time. Goodbye

TERMINATE: HH NOT QUAL

B: Final Dispositions and Sample Quality Indices

As measures of the effort and performance in sample design and management and in data collection, we calculated widely used quality indices for social science survey projects. These include the CASRO (Council of American Survey Research Organizations) response rate, cooperation rate, upper bound response rate, and survey efficiency rate. These rates are calculated from the final dispositions for the entire set of random digit dialing sample records. The final dispositions are first calculated based on the series of interim dispositions that are used by interviewers or assigned by the CATI programming for each completed call attempt on each sample record.

The following table gives the set of interim call attempt dispositions used by interviewers and in the CATI programming for the 2002 Tobacco Counter Marketing Media Campaign Evaluation.

Interim Disp.	Description
1	No Answer
2	Regular Busy
3	Answering Machine
4	Technological Barrier
5	Soft/ First Refusal-unknown eligibility
6	Soft/First Refusal-known eligibility
7	Soft/First refusal-selected respondent
8	Answering Machine with selected respondent
11	Callback
13	Soft/Initial Mid-term refusal-known eligibility
14	Fast Busy/Fax/Modem
15	Language/Hearing
23	Disconnect/Non-working #
25	Not a Private Residence
26	Household-not eligible
27	Selected respondent not available during interview period
28	Final Language Barrier/Hearing
29	Hard Mid term Refusal-known eligibility
30	Hard/Second Ref-unknown eligibility
31	Hard/Second Ref- known eligibility
32	Hard/Second Ref-selected respondent
34	Final tech barrier
36	COMPLETE
39	Quota Cell Full
20	Supervisors Attention

The formulas for calculating the quality control indices use the set of final (summary) dispositions shown in the next table.

Final Disp.	Description
1	Completed interview
2	Refusal – eligible
3	Refusal – unknown eligibility
4	Interview terminated within questionnaire
5	Technological barrier
6	Language barrier/communication difficulty
7	Household – not eligible
8	Disconnected/nonworking
9	Not a household
10	Final no answer
11	Household – eligible (unable to complete)
12	Household – unknown eligibility
13	Quota cell full

The algorithm used to calculate final dispositions given the series of interim dispositions in each sample record's call history is shown in the following table.

Step	Set final disposition to …	If last disposition …	And if 1 prev. disp. of …
1	1 Complete	36 Complete	
2	8 Nonworking	x3 Prescreened nonworking 23 Disconnect/-Nonworking	
3	9 Not a Household	x5 Listed business number 25 Not a private residence	
4	2 Refusal – Eligible	32 Hard refusal – selected respondent 31 Hard refusal – eligible 7 Soft refusal – selected respondent 6 Soft refusal -- eligible	
5	3 Refusal – unknown eligibility	30 Hard refusal – unknown 5 Soft refusal – unknown	

Step	Set final disposition to …	If last disposition …	And if 1 prev. disp. of …
6	4 Final Termination in Questionnaire	29 Hard mid-term refusal 13 Soft mid-term refusal	
7	11 Household – Eligible (unable to complete)	27 Selected respondent not available int. period	
8	7 Household – Not eligible	26 Household – not eligible	
9	5 Technological Barrier	34 Final Tech Barrier	
10	6 Language Barrier	28 Final Language/hearing Barrier	
11	3 Refusal – unknown eligibility	20 Supervisor's Attention 15 Language/hearing Barrier 14 Fast Busy/Fax/Modem 11 Callback 8 Answering Machine with Selected Respondent 4 Tech Barrier 3 Answering Machine 2 Regular Busy 1 No Answer	5 Soft Refusal– unknown eligible
12	2 Refusal- Eligible	20 Supervisor's Attention 15 Language/hearing Barrier 14 Fast Busy/Fax/Modem 11 Callback 8 Answering Machine with Selected Respondent 4 Tech Barrier 3 Answering Machine 2 Regular Busy 1 No Answer	6 Soft Refusal—Eligible 7 Soft Refusal—Selected Respondent

Step	Set final disposition to …	If last disposition …	And if 1 prev. disp. of …
13	10 Household Eligible—unable to complete	20 Supervisor's Attention 15 Language/hearing Barrier 14 Fast Busy/Fax/Modem 11 Callback 8 Answering Machine with Selected Respondent 4 Tech Barrier 3 Answering Machine 2 Regular Busy 1 No Answer	8 Answering machine with selected respondent
14	5 Language Barrier/-Communication Difficulty	20 Supervisor's Attention 15 Language/hearing Barrier 14 Fast Busy/Fax/Modem 11 Callback 4 Tech Barrier 3 Answering Machine 2 Regular Busy 1 No Answer	15 Language/Hearing Barrier
15	5 Technological Barrier	20 Supervisor's Attention 14 Fast Busy/Fax/Modem 11 Callback 4 Tech Barrier 3 Answering Machine 2 Regular Busy 1 No Answer	14 Fast Busy/Fax Modem 4 Tech Barrier
16	11 Household—Eligibility Unknown	20 Supervisor's Attention 11 Callback 3 Answering Machine 2 Regular Busy 1 No Answer	

Step	Set final disposition to …	If last disposition …	And if 1 prev. disp. of …
17	9 Final No Answer	20 Supervisor's Attention 3 Answering Machine 2 Regular Busy 1 No Answer	

The following formulas were used to calculate the sample quality indices.

CASRO Response Rate:

$$\frac{1+13}{(1+2+4+11+13)+\frac{(1+2+4+11+13)}{(1+2+4+11+13)+(6+7+9)}\times(3+12)+\frac{(1+2+4+11+13)}{(1+2+4+11+13)+(6+7+8+9)}\times(5+8)}$$

Cooperation Rate:

$$\frac{1+13}{(1+2+4+6+11+13)+\frac{(1+2+4+11+13)}{(1+2+4+6+8+9+11+13)}\times(3+12)}$$

Upper Bound Response Rate:

$$\frac{1+13}{(1+2+4+13)+\frac{(1+2+4+11+13)}{(1+2+4+6+7+8+11+13)}\times(3+12)}$$

Survey Efficiency Rate:

$$\frac{1}{\text{Total Telephone Numbers Used}}$$

The following table gives the distribution of final dispositions for the 2002 Tobacco Counter Marketing Media Campaign Evaluation RDD sample.

Final Disposition	Code	Frequency	Percent
Complete	1	630	2.3%
Refusal - Eligible	2	190	0.7%
Refusal - UNK	3	1492	5.5%
Mid-Terminate	4	21	0.1%
Tech Barrier	5	1656	6.1%
Language/Communication Difficulty	6	142	0.5%
Household Not Eligible	7	5632	20.9%
Not a Household	8	3962	14.7%
Nonworking	9	11449	42.4%
Final No Answer	10	1574	5.8%
HH Eligible (unable to complete)	11	117	0.4%
HH Eligibility Unknown	12	134	0.5%
Quota Cell Full	13	1	0.0%
Total		27000	100.0%

The quality indices for the sample are shown in the following table.

Sample Quality Index	Value
CASRO Response Rate	49.0%
Cooperation Rate	52.8%
Upper Bound Response Rate	63.9%
Survey Efficiency Rate	0.004%

C: Open-ended Responses

Q015 **(Everyone gets)**

Which of the following do you consider yourself to be?

INTERVIEWER: CHECK ALL THAT APPLY

1. African American or Black,
2. American Indian or Alaskan Native,
3. Asian,
4. Hispanic or Latino,
5. White,
6. Or something else? (WRITE IN)
7. DON'T KNOW
9. REFUSED
8. NO OTHER (MUST SELECT AT LEAST ONE CHOICE ABOVE "DON'T KNOW")

Open-ended Responses for Q015

Respondent #	Response #	"Other" (#6) recoded as	Response text
175	1	5	Italian.
479	1	1	American African.
1380	1	5	American.
1562	1	3	Japanese PR.
1562	2	4	Japanese PR.
1562	3	5	Japanese PR.
1570	1	4	Mexican.
1621	1	5	Italian.
1814	1	5	American.
1847	1	5	Portuguese.
2232	1	1	African-American and White.
2232	2	5	African-American and White.
2947	1	5	Yugoslavian.
3290	1	5	Italian.
3322	1	5	American.
3624	4	5	Dutch.
3684	1	1	Bosnian.
3986	1	3	Filipino.

Q215 **(Get if heard radio ad about tobacco over past 12 months)**

INTERVIEWER: SELECT EACH AD BASED ON RESPONDENT'S DESCRIPTION. IF NO MATCH, RECORD IN "OTHER". PROBE "DO YOU REMEMBER ANY OTHER RADIO ADS" OR "WHAT ELSE". CAN RECORD UP TO THREE ADS.

11. R1 – Buy a pack
12. R2 – Got a date
13. R3 – Loud radio
14. R4 – Cowboy
15. R5 – Lucky
16. R6 – Chicken fat
17. R7 – Warning label
18. R8 – Robot girl
19. R9 – Chemicals
20. OTHER (SPECIFY)
77. CAN'T REMEMBER/DESCRIBE ANY SPECIFIC RADIO AD (ONLY AVAILABLE AS 1ST CHOICE)
99. REFUSED (ONLY AVAILABLE AS 1ST CHOICE)
88. NO OTHER (MUST SELECT AT LEAST ONE CHOICE ABOVE "CAN'T REMEMBER")

Code Extension for Q215

Value	Description
21	"Lights"
22	"Flavor"
23	Likely TV ad
24	Truth ad (general)
25	Tobacco is Whacko
26	Prenatal risks (general) (CDC)
27	Negative health effects of tobacco / bad for you (general)
28	Smoke ingredients (general)
29	Health statistics (general)
30	Tobacco smokes you
31	Antidrug
32	Cow farts
33	Teens talking how bad smoking was
34	Smoker talks about negative health experience
35	Encouraging smoking (joke)
36	Don't smoke
37	Grounded
38	Parent is negative example ("Debi" - esd/H&W)
39	Dating game - tobacco ages people
40	Chewing tobacco
41	Anti-alcohol

Open-ended Responses for Q215

Respondent #	Response #	"Other" (#20) recoded as	Response text
55	1	21	The kid was conducting a survey, and he was asking a lady about the differences of light and regular cigarettes.
111	1	--	Kids that will go on and say what they do to stay away from drugs.
120	1	27	General uses being bad.
121	1	27	People talking about how it has ruined their lives.
123	1	27	Just said what smoking would do to you and then said don't smoke.
127	1	24	Truth.
129	1	--	The bus.
164	1	23	Winter picture, just cigarettes in it.
187	2	24	Truth ad about how many people die a year.

Respondent #	Response #	"Other" (#20) recoded as	Response text
258	1	--	The rest of the story.
297	1	23	Three people are talking about how their parents died from smoking.
306	1	27	Kids role-playing. One says that he smokes and the other telling him that it is bad.
308	1	23	They were throwing statistic sheets in a chipper.
325	1	15	A guy got cancer from tobacco and he lost part of his face.
448	1	29	A statistical ad about how many people die each year from smoking.
483	1	23	Planes flew over the beach, they were streaming signs about elements in cigarettes.
561	1	25	Tobacco is wacko.
575	1	25	Two people discussing. Tobacco is wacko.
584	1	23	Rat poison what in cigarettes.
585	1	24	Truth.
591	1	24	About truth, tobacco is bad for you and in contains some ingredients that can kill you.
632	1	30	Tobacco smokes you.
659	2	19	How much tar is in cigarettes, rat poison.
734	1	27	Truth, talking about what's bad, American Cancer Society
758	1	18	The woman with the hole in her throat and she had to plug the hole to talk.
758	2	23	The man who had a robot voice.
767	2	32	Chemicals used in cigarettes. Would you like to inhale cow farts?
770	1	23	Kids walking down street.
782	1	23	Babies are crawling around without any parents.
847	2	27	Teenagers talking about tobacco, the effect it has on your body.
867	1	--	Marlboro.
894	1	28	What was in cigarettes, and it was bad for you.
956	1	24	Truth commercial.
974	1	38	Truth ads. Kid talking about how Mom is dead from smoking.
978	1	23	Guy has a robot voice from lung cancer
1012	1	23	At a party a girl liked a guy and she found out he smoked. She was no longer interested in him.
1017	1	24	Truth ad, about killing 1000's of people a year.
1050	1	--	Boys and girls going to a party.
1079	1	19	A bunch of kids talking about how disgusting it is and how bad it is for a person.
1081	1	--	Disney channel girl talks about drugs.
1082	1	22	Flavors of tobacco.
1084	1	17	Surgeon general says that smoking can cause cancer.
1088	1	23	Truth ad where people walking by with roses on a fence. Everybody read it and about how many die from smoking cigarettes.
1096	1	26	Pregnant woman decided to stop smoking.
1132	2	19	A lot people were in the ad saying the same thing.
1140	1	31	Girl called boy. Girl called boy at movies. Friends told him not to answer the phone. Little voice told not to smoke because it could ruin the parents trust and they couldn't hang out with friends.
1162	1	23	Two guys going into tobacco building, and talking to executives.
1226	1	27	Some people smoked. Later they told about the causes of smoking and that they got cancer.
1239	1	26	Told you about the negative effects of tobacco on unborn babies.
1276	1	15	He lost his jaw and part of his tongue. He said it was bad.
1277	1	24	Truth commercial telling about the effect the nicotine has on your lungs.
1324	1	24	Truth ads.
1348	1	36	Kid was with friends and ad said don't smoke.
1356	1	23	Rat coming out of the sewer.

Respondent #	Response #	"Other" (#20) recoded as	Response text
1360	1	24	Truth ads.
1376	1	38	About a person who smoked and quit because his father died of smoking and didn't quit in time.
1415	1	26	General warning of pregnancy.
1428	1	24	Harm to health. Truth ads.
1493	1	29	Amount of deaths from cigarettes each year.
1526	1	24	Truth commercials.
1533	1	31	Encouragement, their anti-drug had snowboarding.
1533	2	--	One about leading to teen pregnancy.
1538	1	27	How it can cause heart and lung cancer.
1562	1	--	About chewing tobacco and another on smoking.
1632	1	18	Women loses her voice because of smoking.
1634	1	--	People talking about smoking.
1638	1	36	Guy on radio said "Don't smoke."
1644	1	--	Girl talking about her personal experiences about smoking.
1658	1	41	Principal embarrasses the kids at school for the things that they have done and announces it on the intercom at school. He then asks if everyone knew, would they still do it.
1679	1	23	Showed someone who's arteries were really black and clogged from smoking.
1699	1	24	Truth commercials.
1731	1	19	Truth ad that listed chemicals in cigarettes.
1744	1	27	Smoking is bad for you.
1745	1	29	How many people have died from smoking.
1750	1	18	Lady that couldn't talk because she has a hole in her throat, because she smokes.
1758	1	24	Truth ads.
1761	1	--	The one with animals in it. It says butts are bad.
1776	1	24	Truth.
1777	1	17	Surgeon General ad about quitting smoking.
1780	1	22	Doing survey for a popular product lists chemicals and flavors in cigarettes. Truth ads.
1790	1	27	Tobacco kills.
1816	1	--	A girl got really high and she did other drugs and alcohol and she also slept with some people.
1818	1	29	Radio spot with kids. Mouth disease and how many people died last year from it.
1847	1	17	Reading warning on back of cigarette pack.
1869	1	19	Told about the chemicals in cigarettes.
1871	1	27	Just that they were bad and that they hurt your health.
1880	1	34	They tell what happened to them, what they did and tell you don't smoke.
1897	1	24	The Truth ad.
1932	1	26	Smoking and something about miscarriages and defects in babies.
1944	1	23	Truth kid got grounded for smoking cigarettes.
1951	1	23	Group of youth talking, someone asks a girl to smoke, and she refuses.
1952	1	24	Truth.
1961	1	--	A woman had a tracheotomy and can't breathe.
1968	1	28	There's stuff in them that can kill you.
1970	1	27	All the side effects of smoking.
1971	1	--	Ad about the thing in their throat.
1975	1	27	They talk about all the negative things about smoking and all the negative side effects.
1976	1	26	Smoking can cause problems with pregnancy.
2048	1	27	Secondhand smoke can kill.
2077	1	23	It was about a group of kids and one offered a cigarette and they all ran away.

Respondent #	Response #	"Other" (#20) recoded as	Response text
2095	1	23	Girl who takes a drink of a guys cup and he has been spitting tobacco in his cup.
2099	1	24	Truth.
2162	1	--	Nicorette gum commercial.
2163	1	27	It can turn your mouth yellow and it can cause cancer.
2166	1	27	Smoking can give you wrinkles and make you look old.
2170	1	--	Youth are talking negatively about tobacco.
2179	1	23	Talking about rat poison. Comparing rat poison to cigarettes.
2258	1	--	Kids talking on the phone.
2273	1	29	Gave negative statistics of tobacco.
2284	1	15	It was the one with the guy who lost part of his face. A truth ad.
2288	1	23	Teens slapping each others hands in the hallway and talking about tobacco. Teens going to a movie and they show a smoker at home.
2292	1	27	They just tell you that smoking is bad.
2323	1	--	Smoking is a great way to be alone, alone in a hospital room or a casket.
2380	1	--	A person who is dying says "I wish I never had smoked".
2381	1	24	Truth.
2383	1	23	Anti-drug ads, telling siblings not to smoke because they are mentors.
2469	1	27	People saying what could happen if you smoke cigarettes.
2475	1	19	What's in it and it's bad for you.
2502	1	17	Surgeon General's Warning.
2505	1	--	A parent talking to a kid about not smoking.
2521	1	--	Kids saying you could have fun without smoking. (Truth ad).
2577	1	25	Tobacco is wacko for teens.
2590	1	27	Smoking can give you cancer and its addictive and damages your lungs.
2596	1	24	Truth commercial.
2611	1	22	Taste test survey on the radio, they say different taste and ask how people like them.
2742	2	31	He can't go play w/ his friends, because he chose to do drugs.
2760	1	27	They were just talking about the bad stuff that tobacco does to your lungs.
2774	1	27	Telling you about the dangers of smoking and what can happen to you.
2790	1	--	Party, hear voices, and everyone is talking and stuff like music in the background. Hey you wanna go do something? Hey you wanna go smoke? Then talks about lung cancer and premature births.
2853	1	19	what goes into cigarettes chemicals, formaldehyde, rat poison, etc.
2857	1	31	It has a bunch of kids telling how they helped kill people by buying drugs.
2899	1	--	Youth runs in track and does horribly in race because he smokes. Youth smokes cigarette and swallows smoke and vomits.
2900	1	30	Tobacco smokes you.
2918	1	27	Smoking kills.
2932	1	15	Half his jaw was removed.
2946	1	30	Teenager talking to another teen. Tobacco smokes you.
2947	1	31	Channel in school that show the anti-drugs like music.
2975	1	24	Daily dose of truth.
3002	1	26	Girls shouldn't smoke while they are pregnant.
3004	1	30	One of them is these students, the slogan is "tobacco smokes you."
3016	1	24	There were truth ads telling how many people die each year leaving children without their parents.

Respondent #	Response #	"Other" (#20) recoded as	Response text
3031	1	27	Describes the hazards of smoking and the various cancers that can be acquired from smoking.
3032	1	--	Guy talking on radio station, Core 104.
3085	1	24	Kids talking to other kids about risks. (Truth ad).
3088	1	27	They cause death and cancer.
3105	2	23	One about rats, same chemicals that kill off rats.
3106	1	27	One says don't smoke, it's bad for your health.
3122	1	19	People saying what was in cigarettes and that they were bad.
3126	1	38	Talking about a kid's parents who smoked and how the kid felt about it.
3133	1	--	Where there's like teenagers that have talked about tobacco that they have used and then there's this person that comes on that says the negative stuff about the tobacco and she ends it by saying that tobacco is an outrage.
3161	2	24	Spread the truth.
3170	1	--	If you smoke before you drive, chances are you'll crash.
3175	2	27	They said the dangers of smoking in general.
3205	1	14	A guy was talking about chewing and his tongue fell out.
3211	1	27	A lot of them talk about what smoking and tobacco does to your body.
3237	1	24	Truth dot.com.
3291	1	39	There are three contestants on a dating game show that are all women, and the first two have very nice voices, and the third lady has a hoarse voice and she was coughing because she smoked. She thought that smoking would make her seem older and that she would get a date, but it made her seem much older, unattractive.
3312	1	19	Truth ads on the radio telling about the different chemicals that are in cigarettes.
3328	1	31	Anti-smoking and drug ad that has teens saying an activity like "My anti-drug is music, what's yours?"
3329	1	31	Person is describing his anti-drug.
3335	1	--	They have this kid saying why he would smoke. Then a scary voice comes on and says it could kill you and stuff.
3336	1	32	It is the one with the same thing in it as cow farts.
3345	3	--	It's the truth, it's an outrage. A boy talking about his grandpa has emphyesema. He chews, not smokes, because he can't get emphysema.
3376	1	27	Male voice is telling the risks about smoking.
3399	1	24	Truth knowledge is contagious.
3401	1	23	About stay outside to smoke and angels on shoulders for the conscience.
3423	2	19	Did you know questions. Lots about chemicals also.
3457	1	24	A Truth ad telling about the risks of smoking.
3457	2	31	Sports and other activities are their anti-drug.
3490	1	--	Guy coughing, telling another guy never to smoke.
3498	1	36	Just say no.
3499	1	27	Smoking causes impotence.
3500	1	33	Kids were talking about the things they were doing over the weekend smoking and drinking. Embarrassed.
3524	1	35	Guy was saying you should smoke because it's cool.
3529	1	24	Truth radio ads.
3567	1	15	Man losing part of his jaw
3642	1	35	They made up a fake name for a cigarette, trying to make it sound good, and then they would start with all the side effects, and it was actually longer then the regular commercial.
3684	1	38	It was a woman who used to smoke, started young and now has a hole in her throat. Her daughter says she feels sorry for her mom and doesn't want to look like her mom.

Respondent #	Response #	"Other" (#20) recoded as	Response text
3684	2	29	One that says tobacco kills more people than cancer each year.
3689	1	23	Heard the ad with the woman smoking a cigarette through her neck.
3699	1	27	Say the negative effects of smoking.
3707	1	23	If cigarettes ads told the truth, people in body bags.
3708	1	27	Talks about what smoking can cause.
3715	1	24	Truth ad.
3720	1	27	It says smoking is bad for your health and nobody likes it.
3721	1	34	People who have smoked talk about the problems they have because of smoking.
3729	1	33	Teenagers were talking about how bad it was.
3750	1	35	Telling how cool and then how bad it is. (Truth ad)
3756	1	32	People say smoking a cigarette is the same as breathing in a cow fart.
3780	1	23	A guy getting his tongue pierced.
3785	1	19	Name what is in a cigarette, what causes cancer from a cigarette, and what the risks are of cigarettes.
3835	1	27	An ad telling you about the consequences of smoking and how many people die each year.
3877	1	19	One voice telling about chemicals.
3903	2	19	Cow farts are what you breath in.
3921	1	--	If you want to be popular smoke and use drugs. Dare commercial.
3972	1	30	Don't smoke tobacco cause tobacco smoke is smoking you.
3992	1	27	Smoking tobacco causes cancer.
3994	1	23	Guy is spitting his chew into a can and his girlfriend takes a drink. An old guy got injured from smoking and has to have one of those vibrators to talk.
4027	1	21	Where he asks a lady a lot of questions and then he tells her what's in tobacco.
4029	1	33	Teenagers telling how smoking ruins your life.
4039	1	21	A recording of someone surveying a lady, asking if she thought light cigarettes are safer than regular cigarettes.
4042	1	23	About someone who smokes through their throat.
4046	1	27	Smoking can be very harmful to your health and it can make you die.
4051	1	24	The Truth.
4066	1	24	The truth ad. About how it makes you look old.
4089	1	31	Kid gets grounded because they found out he was smoking.
4091	1	24	Truth.
4111	1	24	Truth.
4148	3	26	Pregnancy one.
4163	1	36	Don't do drugs, smoking is stupid, or something like that.
4175	1	36	Just an ad that said "don't smoke."
4178	1	15	where the guy had surgery and has to be checked all the time now
4200	1	25	Tobacco is wacko.
4215	1	19	Truth ad tell or list some of the things that are in cigarettes.
4216	1	31	A girl got caught smoking and in trouble so she can't have fun with her friends. (Truth ad).
4250	1	--	Kids at a party that got caught.
4276	1	26	An ad telling you about birth defects and what smoking can do to your child. Truth ad.
4280	1	23	A guy that had smoke in his mouth as the message was saying that smoking does make you look older, that it kills your lungs.
4297	1	27	Don't smoke it will kill you.
4308	1	27	It describes how it ruins families and makes life not good.
4326	1	24	Truth ads.
4334	1	24	Truth Ad with kids talking about tobacco.

Q275 **(Get if seen TV ad about tobacco over past 12 months)**

INTERVIEWER: SELECT EACH AD BASED ON RESPONDENT'S DESCRIPTION. IF NO MATCH, RECORD IN "OTHER". PROBE "DO YOU REMEMBER ANY OTHER TV ADS" OR "WHAT ELSE". CAN RECORD UP TO THREE ADS.

11. T1 – Grapes
12. T2 – Baseball
13. T3 – Throat Exam
14. T4 – Chemical Spill
15. T5 – Jaw Surgery
16. T6 – No Snuff
17. T7 – Doesn't Always Kill
18. T8 – Brain Lesions
19. T9 – Middle Age
20. T10 – Building
21. T11 – Jars
22. OTHER (SPECIFY)
77. CAN'T REMEMBER/DESCRIBE ANY SPECIFIC TV AD (ONLY AVAILABLE AS 1ST CHOICE)
99. REFUSED (ONLY AVAILABLE AS 1ST CHOICE)
88. NO OTHER (MUST SELECT AT LEAST ONE CHOICE ABOVE "CAN'T REMEMBER")

Code Extension for Q275

Value	Description
23	"Baby Invasion"
24	"Baby Alone"
25	"Box of Poison"
26	"Doorhanger"
27	"Squadron"
28	"Ratman"
29	"Dog Walker"
30	"Urinal"
31	"Roadside Memorial"
32	"Ammoniade"
33	Infect Truth ad (general)
34	"Body Bags"
35	"Customer"
36	"Peer Pressure"
37	Daily Dose of Truth ad (general)
38	"Smoking Through Her Throat" ("Debi", esd/H&W)
39	Teen refuses cigarette
40	Grounded (Anti-Drug)
41	Horses, body bags, cowboys (Truth)
42	Guy/girl turns off girl/guy by smoking at party (fish head)
43	Kids say "Don't smoke"
44	Little girl talks about her mom ("Pam", esd/H&W)
45	Parents talk to kids
46	Cigarettes are good (joke)
47	Pregnant woman & billboard (CDC)
48	Rick Bender ad (general)
49	Teens on sidewalk/at school
50	Damaged health/organs
51	Cigarette smoke ingredients (general)
52	Camel
53	Older brother sets example
54	Smoking in garage
55	"Piercing Parlor" (Lorillard)
56	Cleaning buildup on artery
57	Animals smoke
58	Cigarette in ear ("The More You Know", NBC)

Value	Description
59	Calms stress but kills (telephone)
60	Marlboro, Surgeon General's Warning, cowboys
61	Anti-Drug, sports
62	Drug money supports terrorism (Anti-Drug)
63	Follows smoke into smoker's lungs
64	Tobacco is Whacko
65	Breathe
66	Chewing tobacco

Open-ended Responses for Q275

Respondent #	Response #	"Other" (#22) recoded as	Response text
7	1	45	Commercial for parents to talk to their teens about tobacco.
21	1	--	Marlboro guy was going into surgery and he wished he didn't smoke.
28	1	--	A commercial showing man lighting a cigarette on his stovetop and then surgeons removing his wind pipe etc.
28	2	38	An older lady talking, about smoking, through a hole in her throat.
55	1	28	A guy is dressed up a rat and he is holding a sign against smoking.
59	1	38	The one with the lady that has the hole in her throat, and she sticks a cigarette in the hole.
69	1	33	Truth commercials with kids skateboarding.
111	1	--	Kids get on the TV and tell about all the bad things that cigarettes do.
120	1	42	Guy turns off girl by smoking.
123	1	28	Rat crawled out of subway, then died on the sidewalk, everybody was looking at him. Said cigarettes had rat poison in them.
127	1	26	Truth "do not disturb" signs.
135	1	28	Rat falls over from smoking poison.
144	1	28	Truth commercial about rat poison in cigarettes.
148	1	28	Rat (man in rat suit) describes poisons in the cigarettes.
164	1	34	Truth commercials, people protest outside cigarette companies.
180	1	34	Carrying body bags out (Truth ad).
187	1	34	Truth ad, body bags on the beach.
187	2	28	Rat that comes from the sewer.
200	1	40	Your friends are out having fun, and you're stuck at home because you got caught smoking.
257	1	28	Rat crawling out of the subway, rat poison is in cigarettes.
258	1	28	Rat in subway holds sign. Chemical is rat poison. What it's doing to you.
262	1	39	Girl with friends offered cigarette and she says "No".
265	1	--	An ad that shows a product that kills 1 of 3 people who use it.
293	1	28	Rat dies.
293	2	30	Guy in a urinal. Every truth one.
297	1	62	Kid are saying that they helped terrorism by smoking.
306	1	26	People hanging signs on doors which state the chemicals in tobacco.
308	1	41	Had a guy riding a horse with a group of horses with body bags.
318	1	--	Kids drawing pictures.
368	1	27	Airplane flying over beach with a list of drugs.
370	1	28	Truth commercial about the big rat.
448	1	33	The statistical ad telling how many people die each year from smoking. This was a truth ad.
464	1	--	Shows two kids smoking and the smoke when it goes into their body and what it does on the inside of your body.
468	1	41	Cowboy, where there is a body bag.
474	1	--	Just an ad that has people telling you that smoking is bad for you.

Respondent #	Response #	"Other" (#22) recoded as	Response text
483	1	28	A rat came from a subway and he held a sign saying something negative about smoking.
511	1	27	The planes at the beach flying over all the people with banners behind them printed with all the bad stuff that are in cigarettes.
513	1	28	Rat comes out a train station (Truth Ad)
523	1	48	Man without a face, couldn't remember which one.
533	1	26	Truth ad. Motel and "do not disturb" signs.
533	2	27	One with planes flying over the beach with ads.
533	3	28	One with a rat crawling out of the subway.
541	1	34	Church with body bags says so many people die from smoking.
541	2	--	Tobacco factory workers telling what is really in cigarettes.
549	1	27	Planes flying through the air pulling signs telling what is in tobacco.
549	2	26	People were going through a hotel hanging signs of what chemicals are in tobacco.
561	1	28	Rat crawling on ground. Rat poison put in cigarettes.
575	1	29	Walking a dog comparing the stool with tobacco.
575	2	28	Rat one.
575	3	32	Ammonia aid.
582	1	32	Truth ads. In building with ammonia.
582	2	34	Body bags.
582	3	27	Airplanes flying.
584	2	34	Body bags put outside of building.
585	1	33	Truth.
591	1	28	Truth commercial where the rat walks out of a subway station and hold a sign that says: Tobacco contains arsenic.
634	1	28	MTV, a rat.
635	1		A bunch of kids talk about it and say "don't just talk about it, listen".
639	1	42	Boy and girl at party. One approaches other with cigarette and his face becomes a "fish face".
648	1	34	A bunch of body bags.
652	1	27	Plane flying over with banners on it with cigarette ingredients on them.
674	1	43	Kids get together and say you shouldn't smoke.
686	1	--	The one about how it could affect your life.
705	1	28	Truth ad where rat eats poison.
715	1	47	Lady in car, sign saying how many people are killed each year. She writes on window "1 less" meaning she wouldn't be one of those killed.
734	1	--	Talking to kids, kids weren't listening until they were a cigarette.
758	3	38	Truth ads. Same one as in radio.
767	3	47	A pregnant mother gets out of car and sees billboard w/ miscarriages from smoking.
770	1	33	Infect truth.
774	2	51	Talked about all the chemicals in cigarettes.
782	2	28	Rat poison.
787	2	--	Guy on horse didn't.
790	1	30	A guy goes into the bathroom and when he flushes there is a tag that shows the same chemicals in his urine are what is found in cigarettes.
807	1	38	Lady with hole in her throat, truth ad.
847	2	27	Airplanes flying w/ banner about ingredients in tobacco.
849	1	38	A lady wanted to stop smoking and eventually had to stop because she ended up with a hole in her throat.
852	1	29	There was an ad with feces on the sidewalk and orange signs telling about chemicals in feces that are also in tobacco products. Truth ad.
858	2	--	Movie star is saying is bad for you.

Respondent #	Response #	"Other" (#22) recoded as	Response text
866	1	--	Life.
867	1	60	Marlboro.
924	1	46	People on television dancing and singing, mocking tobacco companies, saying something about "Oh. yeah! Tobacco does not kill you, it just gives you cancer".
927	1	46	It was a TV ad telling good to smoke, then it showed a lady smoking.
942	1	44	A little girl says her mom smokes and she can't breathe.
956	1	30	The one I most recently saw was when they say some stuff in tobacco was in your urine.
974	2	44	Girl talking about her mom, showing pictures of how disease progressed, and she eventually died.
988	1	43	Students standing around parking or school lot saying smoking's not cool.
993	1	27	People on beach and planes going by with flyers on beach saying what is in cigarettes and chemicals in cigarettes.
1002	1	28	The one with rat holding up the sign laying on the sidewalk.
1002	2	29	One where they put little things dog poop.
1012	1	42	Girl walked up to a guy and put cigarette in his mouth. She then pictured him as a blowfish with a cigarette in his mouth. She walked away.
1012	2	--	A Truth commercial with a pig wearing a sign. It had breathed a bunch of the chemicals from cigarettes.
1015	1	40	Girl was grounded because she was caught smoking.
1017	1	26	Truth ad, about putting ads on the door.
1021	1	50	Showing healthy lung or aorta compared to unhealthy lung or aorta.
1022	1	43	"Just Say No" commercial.
1025	1	27	People on a beach.
1081	1	--	Just a pencil (channel 4) talking about it being bad, picture of lungs, squeeze out lung pipe.
1082	1	28	Rat dies, says rat poison is in tobacco.
1083	1	47	Pregnant Truth
1084	1	43	The one explained in the radio ads about the chemicals in cigarettes. Shows a bunch of kids and then one kid asks them if they want to smoke, and the other kids say no and walk off.
1088	1	27	Truth ad, planes flying over a beach, with a banner with all the chemicals in cigarettes.
1101	1	27	They were on the beach and saw planes with a message that said all the chemicals that were in cigarettes.
1120	1	34	The one with the body bags...A truth ad
1122	1	77	Couldn't think of any specifically.
1124	1	28	Rat comes out of subway and is a person dressed, holds a sign for people to see.
1124	2	26	Bunch of people get out of elevator and put signs about cigarettes on doors.
1132	1	27	One with the air plane and the beach.
1140	1	40	Just like the radio ad resp. described.
1162	1	27	Truth ad, on the beach with the airplanes.
1165	1	49	The teens estimate an amount of tobacco. It was in the focused back part of a run down school.
1165	2	38	A woman who was addicted to cigarettes and had cancer and when she smoked she held the cigarette up to her throat.
1172	1	24	Baby carriage.
1174	1	45	Children, saying to talk to your parents.
1177	1	39	The one about the girl who asks her dad to go on a group thing, someone asks her to try a cigarette and she says no.
1235	1	44	Little girl.

Respondent #	Response #	"Other" (#22) recoded as	Response text
1239	1	47	Talks about the negative effects of tobacco on unborn babies when the mother smokes.
1275	1	33	Truth ads
1277	1	50	It showed how it would pump oxygen into lungs and the effects of smoking.
1288	1	52	Camel comes out like he's all cool smoking.
1290	1	46	April fools joke says that cigarettes are good.
1290	2	47	Pregnant woman sees anti-tobacco billboard, decides not to smoke.
1296	1	33	Truth ad.
1320	1	28	Truth: Rat poisoning.
1321	1	38	A woman with voice box due to throat cancer from smoking.
1322	1	26	People in hotel. One person on each floor hanging notices on room doors telling that tobacco kills enough people each day to fill hotel.
1324	1	28	Truth ad where the rat comes out of the subway.
1348	1	53	Brothers skating, older brother said he didn't smoke because he wants to be a good example for his younger brother.
1360	1	51	Truth ad about the ingredients.
1376	1	40	A teen got grounded for smoking tobacco.
1380	1	49	Teenagers walking down the street.
1385	1	27	Plane flying over beach (all the truth ones).
1385	2	28	Rat coming out of subway.
1385	3	26	People in hotel warning people that the tobacco companies kill enough people to fill motel.
1392	1	61	This is my anti-drug. My anti drug is sports.
1395	1	51	Talked about the different bad chemicals in tobacco.
1415	1	47	General warning about pregnancy.
1428	1	50	Shows lung/truth ads.
1432	2	26	Truth ads. They hand out flyers.
1437	1	51	Truth ads. Different chemicals pour into cigarettes and so on.
1469	1	27	Planes flying over with banners
1489	1	27	Planes flying with signs with names of chemicals on them.
1508	1	61	Lady says this is your brain then breaks an egg and says this is your brain on drugs.
1514	1	50	Before and after pictures of health using tobacco.
1514	2	44	Person with breathing tube.
1525	1	--	Ads for cigarettes then the hazards following the ad.
1526	1	--	Truth commercials that tell you what the tobacco companies don't.
1533	1	40	Boy couldn't go out to play because he got caught smoking, another was same commercial with a girl.
1534	1	28	Someone dressed like a rat on the street. They tell how chemicals found in cigarettes kill rats.
1535	1	45	Talk to your kids they listen.
1536	1	28	Rat out the subway (New York?). Cigarettes contain rat poison.
1538	1	27	Planes flying over the beach with banners on the back of them listing the chemicals in cigarettes.
1548	1	32	Ammonia commercials for tobacco.
1551	1	38	Lady with hole in her throat saying its bad don't do it.
1551	2	49	Kids sitting on side walk.
1570	1	52	Camel.
1621	2	28	Rat commercial.
1621	3	26	Distributing signs through a hotel
1632	1	56	Taking fat build up out of trachea and heart because of smoking.
1634	1	--	Cartoon with dog and fox. Kids asked fox if he wanted to smoke. Fox said "beat it".
1638	1	38	Lady with hole in throat. Had to have a hole in her windpipe from smoking.

Respondent #	Response #	"Other" (#22) recoded as	Response text
1643	1	51	Tell you what's in cigarettes.
1644	1	38	People talking with holes in their throats.
1652	1	28	Rat crawls out of the subway and it telling the same chemicals as the radio ad.
1679	1	48	Man with half of face missing in front of a blank screen, they said that this was the risks of smoking.
1683	1	45	Talk to your kids, they will listen.
1698	1	43	Kid saying you don't have to smoke to fit in.
1699	1	27	People on beach, planes dragging advertising banners that said the chemicals used in cigarettes.
1699	1	28	Truth ads, rat crawled out of subway.
1699	1	34	Truth ads, body bags around building.
1702	2	27	Airplanes flying display many harmful chemicals found in cigarettes.
1726	1	26	Truth ads, hotel.
1731	1	26	People hanging sign on hotel doorknobs that talk about people have could fill the hotel from smoking.
1731	2	32	People drink ammonia because it flavors cigarettes calling it "ammonia aide".
1744	1	28	Rat crawling out of subway because he was poisoned.
1745	1	33	Truth commercials.
1748	1	--	Woman with baby (birth defects) wished she never smoked.
1750	1	27	The planes flying by say all the things that smoking cigarettes have.
1750	2	34	The bodies and how many people they killed.
1750	3	29	The dog poops and they say it has ammonia in it and that is what cigarettes contain.
1758	1	29	Truth ads. Hold up signs that have chemicals that are in dog poop.
1761	1	--	One with cowboys in them.
1773	1	29	There were guys sticking signs in dog feces and saying what kind of chemicals cigarettes have. There was one with a guy dressed up as a rat and said that there is rat poison in cigarettes.
1776	1	33	Truth or Dare.
1780	1	33	Truth ads.
1781	1	53	There are two brothers together and the younger one seems about 7yrs old and the older one is a teen, and they're out playing ball and the older brother lights up a cigarette and realizes his little brother is watching, and feels like a bad example
1790	1	33	Knowledge is contagious.
1816	1	38	When a woman was addicted to cigarettes she got throat cancer, she had to smoke through a little hole in her throat.
1818	1	40	Group of kids having fun, one child sitting home alone because parents can't trust her. Parents need to talk to their children, some kids offer a cigarette to another one he ignores them.
1847	1	--	Marlboro Reds commercial.
1854	1	61	Channel 1 news, there's this guy and he said he had a mentor and now he is a mentor, and he's teaching the kids football, and football is his anti-drug.
1869	1	27	Shows a bunch of people at beach; bunch of planes fly by with banners behind them stating the chemicals in cigarettes.
1869	2	28	Person in rat costume crawls out of the subway; rolls around and acts like he's dying; holds up a cardboard sign that says arsenic is in rat poison same as in cigarettes.
1871	1	--	There were some kids and they said that smoked once before and that they were sorry that they started smoking.
1897	1	33	Truth ads.

Respondent #	Response #	"Other" (#22) recoded as	Response text
1932	1	28	Man in rat suit comes out and lays the sidewalk with a sign that says something about rat poisoning is used to make cigarettes.
1932	2	26	Teens walk around hotel putting things on the handles of the hotel rooms.
1932	3	30	Kids in janitor suits go into restrooms and put things in the urinals.
1944	1	26	Big hotel and they're going around putting little signs that say some chemicals in cigarettes on the doorknobs.
1944	2	27	At the beach and they have planes flying over with signs, they talk about ammonia.
1944	3	34	Stacking piles of dead bodies, it shows what happens when you smoke.
1952	1	33	Truth.
1961	1	27	One from Truth where the flew a bunch of airplanes over a beach and showed the chemicals in cigarettes.
1961	2	29	One where the go around and put little signs in dog poop with the chemical in cigarettes.
1961	3	32	One where they advertised Ammonia-Aid.
1968	1	28	Truth - it kills rats.
1971	2	--	Ones that flash the words up.
1975	1	38	There's the one where the lady is smoking through her neck, and it's really gross. The one where the guy is talking through a machine.
2002	1	27	It has airplanes flying by and list the chemicals that are in cigarettes.
2029	1	57	Animal, a cigarette, then confused cigarette smokers following the animal.
2041	1	51	Told about all the stuff that was in it.
2048	1	28	Rat crawling up from subway, eating rat poison.
2053	1	--	Teenagers talking about how it affects your life and you lose friends.
2071	1	27	A plane that flies overhead naming things in cigarettes.
2071	2	31	Little boy reading a cross at the side of road.
2073	1	33	Truth ads
2077	1	42	A kid opens a pack of cigarettes and a girl looks at him then he turns into a monkey.
2097	1	28	A rat lying on a sidewalk with a sign that named a chemical that is in rat poison, and said this is what smoking will do to you.
2099	1	26	Kids running through motel, hanging signs on door knobs, people who died would fill this motel.
2101	1	28	A man in a rat laying on the sidewalk holding a sign.
2106	1	28	Rat goes in front of people and he puts up a sign that tells the people how much rat poison is in tobacco.
2111	1	39	Skateboard park. Someone offers a cigarette to group; they refuse and person who offers cigarette ends up with no friends.
2118	2	44	Mother in hospital having trouble breathing; her little girl is explaining why the mother has lung cancer and dies.
2121	1	23	The dolls of babies crawling in the street with stuff about how bad smoking is for you.
2121	2	28	Where the rat crawls out of the subway with a sign in his hands.
2121	3	29	When they put the signs in the dog poop and it says a chemical that is in cigarettes.
2146	1	47	Pregnant lady and what it does to her child.
2146	2	43	A bunch of kids smoking and one says no.
2146	3	42	Kids on a date one lights up and the other doesn't like it.
2166	1	--	Woman is on the phone and slams it down. Text say "cigarettes and help you calm down by killing you".
2170	1	26	Youth are in a hotel and put anti-tobacco messages on the doors.

Respondent #	Response #	"Other" (#22) recoded as	Response text
2179	1	34	Dead bodies are piled up.
2184	1	34	Body bags. 10,000 people die every day from tobacco use. Red screen with white truth on screen.
2230	1	41	Throwing bodies over horses backs and setting them free.
2230	2	38	Lady with hole in her throat.
2232	1	33	Truth ads.
2238	1	52	Camel comes to microphone and tells he's never really smoked.
2258	1	--	Brothers in car. Younger one asks older one if his girlfriend smokes.
2260	1	38	Lady with a hole in her throat, talking about smoking since she was 12 and still smokes through her hole in her throat.
2263	1	28	Rat suit, tobacco has rat poisoning in it.
2271	1	27	Planes flying with banners that say what's in cigarettes.
2273	1	26	Many people walk into hotel and put up anti-tobacco signs on the doors.
2273	2	28	Guy in rat suit says same chemicals used to kill rats are found in cigarettes.
2292	1	29	Scientists walking around putting flags in cracks in the ground with the names of the chemicals in cigarettes.
2301	1	26	Many people go into hotel and put anti-tobacco signs on doors.
2305	1	28	A man in a rat suit walks out of a subway and "dies" while holding a sign saying a name of a chemical in rat poisoning that's in cigarettes too. A truth ad.
2316	1	28	One where rat lies in front of building with sign that says that cigarettes have the same ingredients as rat poison.
2316	2	34	Put body bags around building.
2362	2	27	Airplanes flying by beach had banners w/ chemicals in cigarettes.
2364	1	27	Many airplanes flying with flags attached to them with the names of chemicals in tobacco. A truth ad.
2369	1	--	Lady naming large cities and smoking kills just as many people that live in these cities.
2380	1	34	Body bags are being thrown on a truck. Saying that many people are being killed each year.
2381	1	--	Truth. Teen pregnancy.
2383	1	29	Truth: Dog poop with signs on them telling people that cigarettes have same stuff in it.
2384	1	--	Mom and kids driving and talking about smoking.
2393	1	40	Girl stuck in her room because she was grounded for getting caught smoking.
2395	1	28	Rats in the city. (Truth)
2410	2	33	Truth ads.
2435	1	33	Truth ads.
2475	1	28	Truth ad with rat crawling out of sewer.
2475	2	51	Truth ad about ammonia in cigarettes.
2488	1	39	A mom tells her teen daughter not to smoke and then the teen leaves with a group of friends and they offer her a cigarette and she says "No". Truth ad.
2492	1	17	Kids talking about their parents smoking. It showed pictures of what the parents got from smoking.
2510	1	28	A rat laying on the ground with a sign.
2521	1	24	Baby in a carriage and in has a note laying on it about the risks.
2550	2	27	Airplane flying over beach saying all chemicals in cigarettes.
2550	3	28	A rat coming out of sewer, holding sign that tells what kills rats.
2577	1	27	Airplanes flying with cigarette ingredients.
2577	2	64	Tobacco is wacko for teens.
2580	1	33	Truth ads.

Respondent #	Response #	"Other" (#22) recoded as	Response text
2590	1	28	Rat poisoning in it, second hand smoke, it can cause lung cancer. Guy in rat suit fell on ground. "Smoking has rat poison in it."
2596	1	33	Truth commercial that's on both TV and radio.
2612	1	--	Signs on sidewalk with warnings, reasons why not to.
2612	2	--	Indian dad that didn't play basketball. Kid is mad. They go play basketball in the headlights.
2612	3	--	Indian dude into his culture not tobacco.
2618	1	45	Parents asking who kids are going out with, asking them if they smoke.
2641	1	--	Teenagers telling about the risks. (Truth ads).
2669		65	I think someone was drowning.
2712	1	40	A girl that's been grounded because she was caught smoking. The main theme of the add is "Trust the Anti Drug".
2712	2	54	Kids in a garage passing around a cigarette.
2742	2	38	Woman talking robot w/ hole in her throat.
2747	1	39	Show kids and parents talking against smoking and then go out and they get offered cigarettes and they refuse.
2760	1	54	A bunch of kids are sitting in the garage. One of them has a cigarette and passes it to another kid. They keep doing that and then it say smoking is bad.
2774	1	--	Someone goes into a store to buy tobacco and they get carded, and they weren't allowed to buy them because they were under age.
2790	1	61	Life my anti-drug, person playing football, person playing music, family my anti-drug.
2818	1	--	Guy and girl at movies and he spits in the cup and she drinks it.
2839	1	33	Truth ads.
2864	1	55	A guy goes in to get his tongue pierced and asks the guy for a cigarette and he says its not cool.
2891	1	--	Guy riding in car, and throws his cigarette out the window.
2899	1	34	At beach body bags are placed on beach.
2899	2	27	Airplanes are flying over beach and have anti-tobacco banners.
2900	1	31	Little boy reads a sign of how many deaths per year.
2907	1	33	Truth ad.
2918	1	29	Dog poop on sidewalk.
2920	1	26	Truth commercial. Kids hanging signs in a motel.
2931	1	27	Airplanes flying over the beach with signs of the back listing ingredients of cigarettes.
2931	2	53	Two brothers. One brother didn't smoke so the younger one didn't smoke.
2932	1	33	Truth ad.
2944	1	38	Lady who has a hole in her throat.
2946	1	55	Guy walks into a basement in ghetto, old dude pierces his tonque and then offers him a cigarette. Kid says no way dude.
2946	2	41	Truth ads with dead bodies on horses (cowboys with body bags).
2947	1	61	The other ad described in the radio ad.,
2955	1	27	People on beach and planes fly over. Infect ads.
2962	1	49	A group of teenagers at a school and they were talking about not smoking.
2975	1	33	Truth.
2977	1	58	What's dumber sticking a cigarette in your ear or in your mouth.
2977	2	--	Kid lists reasons why they don't smoke (a lot that are the same).
2980	1	33	Truth.
2990	2	33	Truth ads, anti-smoking and tobacco ads.
2993	1	--	Colby Bryant talking to kids they offer him a cigarette and he says no.

Respondent #	Response #	"Other" (#22) recoded as	Response text
2994	1	39	The parents tell their teen daughter before she leaves with her friends, "Not to smoke" and telling her to "Be good" and when she is with her friends she remembers the talks her parents had with her about smoking and turns the offer to smoke down.
2995	1	60	Warning label.
3002	1	--	Parents with their daughter.
3014	1	27	Plane flying over the beach. Banners say the names of chemicals in tobacco.
3016	1	26	A truth ad with bright orange "Do not disturb" signs on motel doors. And the message was that "Enough people die each month to fill up these motel rooms"
3027	1	28	Man dressed up as rat, Sign that says rat poison is in cigarettes.
3031	1	29	They put signs on dog poop and when people would look at it a certain chemical was found in it.
3032	1	28	Truth about tobacco ads. Rat heaves and coughs then holds up sign.
3040	1	28	On MTV the rat that dies on the sidewalk
3042	1	33	truth commercials
3070	1	28	The guy in the rat suit.
3085	1	49	Kids at school talking about it (truth ad)
3087	1	--	Teens talking about different drugs affecting you.
3088	1	33	Truth ads.
3105	1	39	It's how parents tell about smoking, and boy who chooses not too.
3105	2	45	Father and boy talking about not smoking.
3105	3	53	Boy and older guy, kid looking up to older guy, the younger sees older guy smoking or doing drugs, should be a mentor to little kids about not smoking.
3122	1	51	People talking about the chemicals in cigarettes and that they were bad.
3126	1	33	Truth ads.
3133	1	50	It shows your liver, heart, lung, and mouth and all the things that happen when you smoke or use chewing tobacco.
3141	1	27	Planes fly over head and the chemicals in tobacco are listed.
3141	2	28	Rat dying.
3145	1	29	Three people walking dog, stick signs with chemicals and other warnings into dog poop.
3146	1	27	Airplane Truth ad.
3161	1	26	Truth is contagious. Teenagers are hanging things on doors saying truth is contagious.
3184	1	65	There is a guy in a swimming pool and he says this is what happens when you smoke.
3196	1	34	Dead body ad
3197	1	38	A woman that had a hole in her throat and needed to talk with a voice box.
3200	1	30	Cigarette contains somewhat percent of your urine. Truth ad.
3210	1	33	Truth ads.
3211	1	--	Saying that instead of smoking tobacco, tobacco smokes you.
3211	2	51	The one described in the radio ads about what chemicals are in cigarettes.
3237	1	29	A man was putting signs in dog poop.
3248	1	28	Rats. The rats are lying on the street corner and there's a sign on it that says that rat poison is what is used to make cigarettes.
3275	1	--	Truth ads. Signs that say I don't need to smoke because . . . then they give different reasons.
3284	1	34	Showing body bags of all the people who have died from smoking. Also truth .
3291	1	33	I don't remember any particular ad, but I do remember the ones I have seen being truth ads.

Respondent #	Response #	"Other" (#22) recoded as	Response text
3312	1	28	Truth ad with a guy dressed as a rat crawling out of the sewer.
3322	2	28	It shows this rat on a bench and there's this lady, and it talks about how carbon monoxide in cigarettes.
3328	1	38	The one with the lady that has a hole in her throat from smoking.
3328	2	61	There is a African-American football player that says "My anti-drug is football, what's yours?"
3328	3	62	The one that says drug money supports terrorism. Truth ads.
3329	1	24	Mother is pushing her baby carriage out and inside carriage there is a sign saying "so many mothers are dying from smoking".
3335	1	63	They show someone smoking and then go inside their body and show all the lungs going black and it says it's bad.
3336	1	39	A girl is walking with her friends, and a friend asks for a cigarette. She say's No thanks. Then say's talk they'll Listen.
3345	1	56	An artery of smoker, they are taking out all the buildup by squeezing it out.
3353	1	--	Something about the average teenager enjoys life and doesn't smoke.
3372	1	57	Animals smoke.
3376	1	63	Female was smoking and then they would go in her lungs to show the effects.
3398	1	28	Person in rat suit poisoned by chemicals in cigarettes.
3399	1	27	Truth Airplanes dragging banners with the chemicals in cigarettes.
3407	1	32	Kids went into tobacco company and started singing and it was bad.
3423	1	34	Bodies stacked around the city, like 10,000 people a day die from tobacco use.
3424	1	59	Girl is talking on the phone all stressed out. "Cigarette may calm stress but they kill".
3424	2	58	Character sticks cigarette in ear.
3429	1	33	Truth ads.
3443	1	33	Truth ads.
3457	1	33	The truth ads that tell about the risks of smoking.
3464	1	28	Rat crawling on the sidewalk and falls down (truth ad)
3466	1	38	Lady with hole in her throat.
3473	1	32	They made a drink, like out of chemicals. They were trying to get people to drink it and see how bad some of the things were.
3474	1	38	There was a woman she was talking about how she started smoking when she was 14. Then, the camera it showed a hole in her throat, and she was smoking through the hole in her throat.
3491	1	33	Truth ads.
3499	1	30	Straw in urinal, talking about the chemicals in cigarettes, has to do with peeing.
3500	1	27	Truth plane going over beach and has banners with the names of chemicals.
3517	1	28	Rat holding a sign that says "Arsenic is in rat poison the same as cigarettes."
3517	2	27	Plane flies by and has signs that drag behind it that says the chemicals in cigarettes.
3540	1	27	Kids on beach and plane is flying with anti-tobacco banner.
3540	2	28	Kids walking on sidewalk, rat comes up to kids and discourages them from smoking.
3540	3	26	Kids are in hotel, and put anti-tobacco messages on doors.
3545	1	28	Truth ad that said that cigarettes had rat poison.
3566	1	33	Tells about the risks of smoking (truth ad).
3567	1	27	Infect plane flying over with banners, telling the chemicals.
3595	1	28	Guy in rat suit.

Respondent #	Response #	"Other" (#22) recoded as	Response text
3598	1	51	On screen there were words saying the harmful chemicals in tobacco.
3600	1	44	A cancer patient was sitting and coughing telling the viewers "Don't let your kids end up like me". Truth ad.
3619	1	45	This ad has kids in it that have run away, had arguments with their parents and they come back and say "Thank you" for telling them not to smoke.
3642	1	53	There is a older and younger brother and the younger brother looks up to him a lot and one day they go to the playground and the older gets offered drugs and cigarettes and he looks at his little brother and his disappointment and so he says no.
3648	1	28	How the chemicals are used to kill rats.
3672	1	42	There is some students at a party one boy talks to a girl as he talks to her she pulls out a cigarette and the next minute she looks like a fish and the boy says what is the point of smoking when you look so ugly doing it.
3676	1	33	Truth.
3677	1	60	Marlboro surgeons general warning with men herding cattle.
3684	1	28	A rat crawled out of a canal, it was dying and the ad says that rat poisoning is in cigarettes.
3699	1	--	Kids walking down the street saying its bad to smoke when they see kids smoking.
3708	1	40	If you smoke and your parents find out you can kiss your social life good-bye.
3715	1	34	Truth ad body bags.
3715	2	30	What is used to clean toilets is put in tobacco.
3723	1	28	Guy dressed in rat suit comes out of the subway puts a sign out and acts like he died.
3723	2	27	Planes fly by with banners saying things that are in tobacco and cigarettes.
3729	1	26	Kid run around putting signs on the doors of hotel rooms.
3729	2	29	Markers in dog poop.
3736	1	28	Rat lying on the ground, one of the drugs in tobacco kills rats.
3739	1	--	Man at party smoking cigarettes shows what happens to his body after taking a drag. Also a girl on phone, same thing happens.
3747	1	34	Throwing body bags onto cart.
3756	1	28	Rat crawling out of subway, holding a sign saying cigarettes contain chemicals used in rat poison.
3759	1	27	Group of planes flies over the beach with flags flying behind them.
3759	2	28	A guy in a rat suit climbs out of a subway and lays down and holds a sign by its stomach.
3759	3	26	They go in the hotel and they put paper on the doorknobs.
3772	1	--	Shredding paper.
3785	1	33	Truth ads.
3796	1	33	Truth. Facts about tobacco.
3817	1	28	A man in a rat suit ran around outside then fell down and held up a sing with the name of a chemical (TRUTH) comm.
3819	1	33	Truth ads.
3835	1	--	A man cutting out a picture of his daughter and putting it in his cigarette package so it would give him incentive to quit.
3874	1	43	Kids say don't smoke. Someone pointing to a body and saying smoking causes stuff.
3877	1	26	Hotel filled with how many people die a day.
3878	1	39	Group of kids walking, offer girl a cigarette, she refuses because of her parents warning.

Respondent #	Response #	"Other" (#22) recoded as	Response text
3884	1	28	There's a rat and it's by a subway and he's on the ground acting like he's dying. He's holding sign that says there is rat poison in cigarettes.
3884	2	27	Helicopters with fliers on them saying what's in cigarettes and people on the beach reading the signs.
3888	1	29	It has dog excrement and it has a sign that says this is what is in cigarettes.
3894	1	--	Paintings describing how miserable you looked. Teenagers talking about how tobacco can ruin your life.
3903	2	38	Debi has to smoke with the hole in throat.
3926	1	34	Truth.com. Body bags how many people died.
3926	2	28	Rat one.
3926	3	--	Words saying chemicals.
3931	1	23	A guy is putting babies all over the street and people are picking them up.
3936	1	28	Truth guy dressed as rat pretends to die due to rat poisoning in tobacco smoke.
3942	2	28	People dress up as rats, sign that says cigarettes contain rat poison.
3942	3	34	Body bags.
3960	1	28	Truth. Chemicals in cigarettes with a rat lying on street.
3985	1	28	Truth ad with rat.
3986	1	29	People go around, following people who have dogs. When dogs go to bathroom, they put signs in it. People read the signs. Dog manure contains things that cigarettes have in them. Then logo "Knowledge is contagious".
3994	1	66	Please see radio ads.
4017	1	60	There is just western Marlboro ones I've seen.
4018	1	33	Truth ads.
4027	1	27	Guys are on the beach and planes and they have flags behind them.
4038	1	27	People sitting on a beach, and many planes fly by, and they are all dragging those airplane banners that list chemicals in cigarettes.
4039	1	28	Man dressed as a rat holding the sign saying something about the chemicals in cigarettes that are also in rat poisoning. Truth ad.
4039	2	26	"Do not disturb" signs on the room doors. Enough people die from smoking in a year to fill up this hotel. Truth ad.
4042	1	38	Someone smoking through their throat.
4051	1	28	The Truth. Rat climbing up the stairs.
4058	1	33	Truth ads.
4066	1	27	The one with the planes flying over with the banners.
4089	1	53	Little boy is playing basketball with his older brother.
4091	1	45	Truth. Parents talking to their kids about tobacco.
4098	1	27	The Truth one with the plane and the banners flying by.
4098	2	28	The one with the man in a rat suit.
4099	1	33	Truth ad.
4105	1	27	People on the beach.
4111	1	33	Truth.
4113	1	28	Rat.
4113	2	33	Truth ads, talking about tar and ingredients.
4120	1	--	Kid trying to get others to smoke.
4139	1	27	Airplanes with signs that talk about tobacco.
4145	1	45	Kids telling parents they're glad they kept them from smoking.
4148	1	64	Tobacco is wacko.
4153	1	28	Rat crawls out of the subway with a sign and lies on the sidewalk.

Respondent #	Response #	"Other" (#22) recoded as	Response text
4156	1	28	Someone dressed as a rat comes out of the subway. He is dying because of the chemicals used in cigarettes.
4160	1	28	The rat comes up out of the subway with a sign in his hand.
4160	2	23	A bunch of baby's crawling around with things on their shirt saying that smoking causes birth defects.
4160	3	29	The dog in new York and they put signs in the poop.
4163	2	27	Truth airplane one.
4166	1	28	Guy crawls out of subway dressed as rat with sign listing all the chemicals in cigarettes that are also in rat poison. Looks like he's dying. (Truth ad).
4178	1	42	Where the girl is smoking and the guy sees a fish for her head and she says what are you looking at.
4178	2	38	Where a lady is smoking through the hole in her throat.
4190	1	34	Truth ad, where they have body bags.
4190	2	42	One about being cool and smoking then the girl looked over and the guy was a monkey or something.
4197	2	27	Airplane one that they were showing on the beach.
4197	3	26	The truth one that they were hanging signs on doors.
4200	1	61	Football and basketball players say there anti-drug is. Truth one.
4215	1	27	Truth ad. Airplane banners containing things that are in tobacco.
4215	2	34	Truth ad. Body bags.
4216	1	--	Famous people telling about the risks of tobacco. (Truth ad).
4237	1	62	Drug money helps to support tobacco.
4243	1	63	Showing a person inhale and following the smoke into the person's lungs.
4245	1	27	Air plane flying over the beach.
4245	2	--	People picking up pieces of paper and reading them.
4250	1	40	A girl's friends are at a movie and she can't go because she got caught.
4250	2	27	Planes that fly banners naming ingredients of cigarettes.
4252	1	28	Truth Ads about the rats dying on the sidewalk.
4258	1	60	Surgeon Warning.
4276	1	27	Planes flying while ad names of chemicals that are in cigarettes.
4276	2	28	A man in a rat suit holding a sign that names a chemical in cigarettes also in rat poisoning.
4276	3	23	Fake babies wearing T-shirts that had a message about birth defects from smoking.
4280	1	27	A bunch of people were on a beach watching a lot of planes flying over with flags telling how bad smoking is for you and naming the chemicals in tobacco.
4292	1	28	One about a rat.
4295	1	27	Truth commercial with planes and banners.
4295	2	28	A rat in New York that went out on the street and showed that cigarettes have the same chemicals that kill rats.
4308	1	45	Talk to your kids about smoking, and know where they are.
4326	1	33	Truth ads.
4334	1	62	Truth ads with kids telling about killing a judge etc.

Q335 **(Get if seen billboard about tobacco over past 12 months)**

Please describe one of the anti-tobacco billboards you have seen over the past 12 months.

INTERVIEWER: SELECT EACH AD BASED ON RESPONDENT'S DESCRIPTION. IF NO MATCH, RECORD IN "OTHER". PROBE "DO YOU REMEMBER ANY OTHER BILLBOARDS" OR "WHAT ELSE". CAN RECORD UP TO THREE ADS.

1. B1 – Little Girl
2. B2 – Man & Horse
3. B3 – Man on Phone
4. B4 – Half-off
5. OTHER (SPECIFY)
7. CAN'T REMEMBER/DESCRIBE ANY SPECIFIC BILLBOARD (ONLY AVAILABLE AS FIRST CHOICE)
9. REFUSED (ONLY AVAILABLE AS FIRST CHOICE)
8. NO OTHER (MUST SELECT AT LEAST ONE CHOICE ABOVE "CAN'T REMEMBER")

Code Extension for Q335

Value	Description
6	Probably a TV ad
10	Anti-Drug
11	Surgeon General's Warning
12	"I Miss My Lung, Bob"
13	"Smoking Through Her Throat"
14	"Mind If I Smoke"
15	Truth ad (general)
16	Body bag on horse
17	"Bob, I've got emphysema"
18	Marlboro parody (general)
19	Woman and baby
20	Diseased organs and mouth
21	Man with hole in throat
22	No smoking symbol
23	Tobacco is Whacko
24	Discolored teeth
25	Cigarette chemicals
26	Casualty count
27	Animals with cigarettes
28	Pregnant woman
29	Camel

Open-ended Responses for Q335

Respondent #	Response #	"Other" (#5) recoded as	Response text
38	1	--	Just a picture, can't remember what it was about.
69	1	15	Truth.
74	1	--	It says: "If you smoke, you're a joke."
111	1	15	The Truth billboard ad.
120	1	--	Girl with fish head and guy smoking.
128	1	22	Had a cigarette with a circle and a line through it.
148	1	14	Man and woman. Man says "Care if I smoke?" Woman says "Care if I die?"
180	1	28	A man smoking by a pregnant women.
187	1	6	Cowboy is riding on a horse and there was a body bag on the horse next to him.
262	1	17	Two guys riding horses, one says "I've got emphysema".
265	1	11	A pack of cigarettes showing the Surgeon General's Warning on the side of it.

Respondent #	Response #	"Other" (#5) recoded as	Response text
318	1	--	People having fun at beach.
325	1	27	Animals with cigarettes and it says something about butts.
325	2	11	Surgeon General's Warning.
416	1	17	Two cowboys, "Bob I have emphysema".
474	1	13	People smoking through a hole in their throats with messages basically saying not to smoke.
513	1	4	Rick Bender
523	1	12	Two guys on horses; one says "I wish I had my lung Bob".
541	2	--	Just writing on the billboard.
575	1	14	Do you mind if I smoke? Do you mind if I die?
674	1	--	Pictures of people who have had major surgeries that have smoked. (At school).
758	1	15	Truth ads.
770	2	20	Lungs and teeth.
770	3	17	"Bob I've got emphysema."
858	1	20	Showed a lady's lungs, asphalt covered appearance
866	1	20	Two dead lungs, "This is what happens smoking tobacco." Girl smoking with others looking on disapprovingly
867	1	13	Lady with a hole in her throat.
895	1	7	(note) Says she hasn't seen any anti-tobacco billboards.
895	1	7	Says she hasn't seen any anti-tobacco billboards.
924	3	15	Seen some truth billboards.
942	1	22	Just a cigarette saying not to smoke.
1012	1	4	Guy with a big part of his lip. Message saying this is what happens when you use tobacco.
1019	1	14	This person that said "Mind if, I smoke? Care if I die?"
1019	2	12	Bob I've lost my lung.
1081	1	13	Lady on billboard holding cigarette has hole in throat, "This is what happens when you keep on smoking".
1084	1	11	Man standing has surgeon general warning and cigarette crossed out.
1101	1	10	Teen dancing and a picture that said dancing with my anti-drug.
1162	1	--	There was one with a dead rat on it.
1239	1	11	Had a Surgeon General's Warning on it.
1288	1	--	Has the name of the thing.
1320	1	19	A baby and how it affected the baby when the mom smoked.
1331	3	12	Two men on horses, says "I miss my lungs, Bob".
1356	1	15	About the chemicals, Truth, cigarettes kill.
1360	1	4	Cowboy with half his jaw gone
1361	1	--	Big tobacco writing, can't remember what it was.
1391	2	12	Cowboy missing a lung.
1514	1	17	Bob I think I have influenza.
1525	1	14	Mind if I smoke, Mind if I die?
1525	2	12	Two guys on horses, like Marlboro.
1537	1	--	Black and white photo about how smoking has influenced their life.
1551	1	--	Little girl and guy off to side, talking about smoking.
1602	1	12	Marlboro Man.
1636	1	--	Black with white letters said not to use it.
1750	1	26	It tells you how many people die by the use of tobacco.
1776	1	11	Surgeon General's Warning, causes lung cancer.
1780	2	21	Guy with a hole in his throat.
1816	1	--	A girl that had lung cancer from smoking.
1818	1	--	Cigarette smoking, "Think twice about smoking".
1854	1	29	Joe Camel in a hospital gown talking about his chemotherapy, because he had lung cancer.
1880	1	17	A cowboy saying that he had a disease from smoking.
1932	1	19	Woman and her baby.

Respondent #	Response #	"Other" (#5) recoded as	Response text
1961	1	20	Truth billboard that had a sheared lung on it that shows what happened after you smoke.
1975	1	10	The anti drug.
1976	1	17	A guy with another and he said "Bob I have emphysema.".
2001	1	4	Man with his jaw 1/2 gone.
2053	1	21	Man with hole in his throat and he was smoking.
2073	1	22	Cigarette with an X
2077	1	--	It has cigarettes killing insects.
2146	1	23	Has a freaky image that says "Tobacco is wacko".
2162	2	--	A sickly looking man has a cigarette hanging out of his mouth.
2163	1	--	It has a pack of cigarettes and says do not buy a pack.
2166	1	17	Man on horse says "I have emphysema".
2238	1	13	Lady with hole in throat ..."just ask Barbara ...".
2291	1	12	Two people on horses talking, one is saying something about not smoking.
2292	1	26	A picture of a cigarette and it says that cigarettes kill so many people a year.
2377	1	20	"Smoking's bad", pictures of a lung or something.
2380	1	12	A man riding in the sunset says "I wish I had my lung back".
2381	1	15	Truth.
2383	1	11	Shows the surgeon general's warning that is on the back of cigarette packages.
2395	1	12	Two cowboys on their horses.
2435	1	15	Truth.
2475	1	23	Tobacco is whacko if you are a teen. Tobacco in a lung and it says tobacco smokes you.
2492	1	23	Said tobacco is wacko. Different one with man without a face.
2510	1	22	Anti-smoking thing.
2521	1	22	A cigarette with a cross through it saying don't smoke.
2577	1	23	Tobacco is wacko, something similar
2580	1	12	Bob, I miss my lung.
2580	2	15	Truth ads.
2596	1	21	Man with a hole on his neck and under it has a note that he has to use computer to talk.
2612	1	--	Nothing on it, just said stuff.
2669	1	22	(note) It just said don't smoke.
2747	1	--	Show a kid smoking and tells the risks of smoking.
2760	1	14	A man with a cigarette was smiling and his teeth were all black and yellow.
2787	1	12	Cowboy with Marlboro maybe not sure
2850	2	6	Camel walks into bar; asks why people are smoking they tell him "You do it". He says "No, I don't, it's bad for your health."
2861	1	25	It was the one where it listed all of the poisons in tobacco.
2900	1	15	Truth ad.
2901	1	22	A sign that says not to smoke and chew tobacco.
2918	1	4	Guy with part of his jaw removed
2920	1	12	Cowboys on horses. That's all that I can remember.
2946	1	--	Picture of a weird looking inside (aorta).
2946	2	23	Tobacco is Wacko
2977	1	17	Bill I have Emphysema
2980	1	15	Big orange one. The truth ones.
3002	1	--	Teenage boys.
3004	1	14	One with a girl and a guy, I don't remember anything else.
3004	2	17	Cowboy leaning against a post talking to another cowboy.
3004	3	--	People getting turned off by smoking.
3027	1	13	Lady with hole in her throat with a cigarette in the hole.
3070	1	25	It just listed stuff in tobacco.
3085	1	22	Cigarettes with a cross over it, telling you not to smoke.

Respondent #	Response #	"Other" (#5) recoded as	Response text
3105	1	6	One about a pig with a cigarette in its mouth, might have been TV commercial.
3106	1	22	It just says "Don't smoke".
3128	1	26	Billboard with numbers showing how many people die per a day from smoking.
3133	1	20	Has three pictures of what happens to your body when you smoke cigarettes. Think the pictures are of a heart, lung, and liver.
3161	3	25	A billboard saying listed the names of chemicals in cigarettes.
3175	2	12	1 that says Bob I'm afraid I'm going to lose my lung.
3188	1	--	Smoking kills.
3196	1	28	There's a Surgeon General's Warning sign about pregnant woman.
3211	1	20	Shows esophagus and lungs with blemishes all over them. Shows mouth of a smoker and it is mostly black. Says tobacco smokes you.
3254	1	15	Truth ad.
3284	1	4	Baseball player Rick Bender.
3289	1	--	Man with a lot of cigarettes in his mouth … secondhand smoke.
3328	1	11	A billboard that had a warning label on it.
3336	1	--	"If the outside looked as bad as the inside would you still smoke?" It shows the face that looks like a black ugly lung.
3345	3	25	All of the chemicals in cigarettes.
3399	1	11	Big Surgeon General's Warning.
3540	1	--	Says "Knowledge is power".
3545	1	22	It has a cigarette box and it says "Don't smoke".
3595	1	--	Cigarettes in ashtray.
3619	1	--	There was a young man dressed like a gangster and could not speak because he smoked, and his message to everyone was not to smoke.
3676	1	15	Truth.
3707	1	15	Truth ads with body bags.
3717	1	4	The guy has half and a quarter of a tongue.
3720	1	22	It had a cigarette and a package of cigarettes with an X through it.
3721	1	--	Showing people who have smoked and showing what happened to them.
3729	1	25	Orange with tobacco contains all these chemicals written on them.
3780	1	--	Cigarettes on the table.
3785	1	--	Had a can of chew, and a cigar said "We form cancer".
3835	1	12	Two men on the billboard and one man says "I miss my lung Bob" while the other man is smoking...?
3888	1	--	It has a cigarette that is lit and says "Think, don't smoke".
3894	1	14	Man and woman, guy says "Mind if I smoke?" Woman is thinking "Care if I die".
3903	1	13	Ask Debbie. Gross picture.
3922	1	22	It says not to smoke.
3926	1	--	Picture of cigarette with words describing dangers.
3931	1	4	The guy with the tumor and had to remove part of his jaw.
4027	1	15	Its says truth, I think, and it says some of the things about smoking.
4042	1	29	Camel is smoking a cigarette.
4058	1	15	Truth ads.
4075	1	--	"Don't chew tobacco".
4086	1	22	There was a person smoking and they were crossed out.
4091	1	6	Family left him because he smoked. Two kids talking to each other saying why would you want to do that you could loose your family and everything.

Respondent #	Response #	"Other" (#5) recoded as	Response text
4128	1	--	Just says: Keep alive, Don't smoke!
4148	1	15	Truth ad.
4166	2	17	Cowboy on cell phone. He says "Bob, I've got emphysema."
4175	1	13	A lady smoking through a hole in her throat, can't remember the message though.
4215	1	23	Truth ad. Tobacco is whacko.
4276	1	--	A picture of a pretty lady smoking with another picture of her beside it showing her as ugly, before effects of smoking and after.
4277	1	10	It says to talk to your kids about smoking, the anti-drug is parents.
4295	1	27	Bunch of animals with cigarettes and it say we look stupid with cigarettes and so do you
4308	1	--	Talks about how it can ruin your lungs and stuff.
4351	1	4	Guy who lost part of his jaw.